

**Review Form 1.7**

Journal Name:	<b>Journal of Economics, Management and Trade</b>
Manuscript Number:	<b>Ms_JEMT_115990</b>
Title of the Manuscript:	<b>Effect of Customer Relationship Management on Customer Behaviors with the Mediating Role of Customer Value Creation in the Insurance Industry (Case Study: Karafarin Insurance)</b>
Type of the Article	

**PART 1: Review Comments**

	<b>Reviewer's comment</b>	<b>Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</b>
<p><b>Compulsory</b> REVISION comments</p> <p>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<p>It is important. Customer relationship management has a big impact on how customers behave and can influence their repurchase decisions in the insurance industry and subsequently may affect the survival or demise of an insurance company.</p> <p>It is suitable but would be more appropriately reworded: - <b><i>Effect of Customer Relationship Management on Customer Behavior with the Mediating Role of Customer Value Creation at Karafarin Insurance Company.</i></b></p> <p>Yes</p> <p>Yes although same content is repeated in several areas. These can be combined to give a concise document.</p> <p>Yes it is</p> <p>They are but most citations in the body of the document cannot be found in the reference pages (see comments given)</p> <p>The mediating role of customer value creation (CVC) has not come out clearly- it has just been stated to be significant in the relationship between CRM and customer behaviour. It would be important to discuss the variables that are important under CVC and how they affect customer behaviour without considering CRM and, how it comes in when CRM is also considered so that the two of them influence customer behaviour.</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	<p>Yes it is</p>	
<p><b>Optional/General</b> comments</p>	<p>See the tracked comments in the attached document by the researcher.</p> <p>The discussion and results are quite general and could apply to any organization. The researcher may wish to tailor the variables and findings to the context of the study (insurance) as per the title of the manuscript</p>	

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**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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