

**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</b> (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)
<p><b>Compulsory</b> REVISION comments</p> <ol style="list-style-type: none"> <li><b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</li> <li><b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</li> <li><b>Is the abstract of the article comprehensive?</b></li> <li><b>Are subsections and structure of the manuscript appropriate?</b></li> <li><b>Do you think the manuscript is scientifically correct?</b></li> <li><b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></li> </ol> <p><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<p>notes:</p> <ol style="list-style-type: none"> <li><b>This manuscript is important for scientific communication (This article discusses the influence of CRM on customer behavior with the mediating role of customer value creation and this research was conducted at an insurance company)</b></li> <li><b>The title of the article is appropriate</b></li> <li><b>The article abstract is complete but needs to be corrected</b></li> <li><b>The subsections and structure of the manuscript are appropriate but must be revised because most of the sentences are unimportant and repetitive</b></li> <li><b>The manuscript is scientifically correct but needs to be revised</b></li> <li><b>There are sufficient and up-to-date references, but there are still old references</b></li> </ol> <p><b>(For special notes I have given in the article, please correct them according to these notes)</b></p>	
<p><b>Minor</b> REVISION comments</p> <ol style="list-style-type: none"> <li><b>Is language/English quality of the article suitable for scholarly communications?</b></li> </ol>	<p>Comments</p> <p>The quality of this article in English is suitable for scientific communication</p>	
<p><b>Optional/General</b> comments</p>		

**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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)
<p><b>Are there ethical issues in this manuscript?</b></p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

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