

**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	<b>Scientific Long paper</b>

**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> <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>Yes, since it is covering the whole scope with a robust empirical analysis</p> <p>Yes, but maybe It will be more suitable if the author identifies the context country</p> <p>Yes, but we usually don't put references in the abstract</p> <p>Yes</p> <p>Yes it respect the scientific design</p> <p>Yes but some references are not mentioned in the bibliography</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</p>	
<p><b>Optional/General</b> comments</p>	<p>The paper is globally acceptable for a communication</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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