



**SDI Review Form 1.6**

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
Manuscript Number:	Ms_AJEBA_58715
Title of the Manuscript:	Assessing the Impact of Strategic Management Practices on the Performance of Commercial Banks in Makurdi – Nigeria
Type of the Article	Original Research Article

**General guideline for Peer Review process:**

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<http://www.sciencedomain.org/journal/10/editorial-policy> )



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**PART 1: Review Comments**

	Reviewer's comment	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>Compulsory</b> REVISION comments	<p>Market Size being an external and uncontrollable variable, should not be included as a yardstick or parameter to measure the performance of organizational performance, Since Market size is like a playground where different players prove their mettle through their performances. However Influence of Market size on the organizational performance or association of Market size with the organizational performance can be ascertained.</p> <p>A few more parameters direct or Indirect to assess the organizational performance in this case banks are to be added , like Customer Loyalty, Customer Hopping rate, NPA ratio</p> <p>( The Manuscript may be accepted for publication , Author may be informed to make slight corrections as suggested above)</p> <p>The author has written a well organised research paper , Efforts taken are appreciable, Based on the findings novel suggestions may be recommended to the Central Banking Authority)</p>	
<b>Minor</b> REVISION comments	<ul style="list-style-type: none"> <li>• Titles like conceptual framework may be given for the research model (page no 5) developed for the study.</li> <li>• Business climate and Economic scenario of Nigeria can be explained in brief, So that the role of role of banks can be better understood.</li> </ul>	
<b>Optional/General</b> comments	<p>Hypothesis look and sound quite similar , Hence may be re written to may them look different from each other</p> <p>Author need not explain strategic management process in the research paper, Instead utilise the space to incorporate above mentioned suggestions.</p>	

**PART 2:**

	Reviewer's comment	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>Are there ethical issues in this manuscript?</b>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p> <p>No issues , that concern the confidentiality and legality are observed</p>	

**Reviewer Details:**

Name:	<b>Sanjay K Deshpande</b>
Department, University & Country	<b>Visvesvaraya Technological University, India</b>