

## Review Form 1.6

Journal Name:	<a href="#">Journal of Economics, Management and Trade</a>
Manuscript Number:	Ms_JEMT_87091
Title of the Manuscript:	THE ROLE OF CUSTOMER BONDING AS A CUSTOMER TRUST MEDIATOR AND SERVICE PERFORMANCE ON MSME PERFORMANCE
Type of the 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:

(<https://www.journaljemt.com/index.php/JEMT/editorial-policy> )

### 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	<ul style="list-style-type: none"><li>Some of the sentences are a lot lengthier than others. Long sentences are tough to grasp all at once. They must be rewritten. Spelling and grammatical mistake in every sections. Rephrasing need.</li><li>The structure of the sentences is a mess. Restructuring is required.</li><li>The management of bullets and references is not managed properly.</li><li>For Tables 3 and 4, there is no discussion of methodology.</li></ul>	
<b>Minor</b> REVISION comments	Grammatical error, need rephrase some sentences. Fullstop missed in some sentences.	
<b>Optional/General</b> comments		

### 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)
Are there ethical issues in this manuscript?	(If yes, Kindly please write down the ethical issues here in details)	

### Reviewer Details:

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