

# Review of: "Relationship Marketing for Obtaining and Retaining Customers in Clothing Stores in Bento Gonçalves"

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**Potential competing interests:** No potential competing interests to declare.

1. In the introduction section, motivation and limitations of the state-of-the-art must be added before jumping to the objectives of this paper.
2. Literature review needs to be improved, and all papers used must be from the last 3 to 5 years, and that too from well-indexed databases, namely Digital Marketing and Customer Relationship Management (CRM). It is necessary to add these papers, namely:
  - Brahami Menaouer, Semaoune K., Mohammed El Amine Belayachi, Benslimane Amine. (2021). The Role of Drop Shipping in E-Commerce: The Algerian Case. *International Journal of E-business Research (IJEBR)*, 17(4), 54-72. DOI: <http://doi.org/10.4018/IJEBR.2021100104>
  - Khalissa Semaoune, Laila Ouhna, Menaouer Brahami, Amine Benslimane. (2020). Impact of E-CRM on Customer Knowledge and Loyalty: Case of the EDEN Hôtels Group of Oran. *Revue Internationale du Marketing et Management Stratégique (RIMMS)*, 2(4), 23-43.
3. All the results included in the manuscript should be explained in an elaborative manner by tables and which statistical tool.
4. Results must be compared with the state-of-the-art to show how your methodology is more efficient than existing works.
5. What are the practical and managerial implications of what you are proposing? This should be a separate strong section.