

Review of: "Evaluating the effect of BJI's marketing campaign on sales performance in the UK"

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Potential competing interests: No potential competing interests to declare.

Major revision

I appreciate the importance of this paper in marketing research, but the objectives of the study are not clearly brought out. A very little attempt is made to explain what the problem is or what the gap is. Even give some explanation about BJI. Since objectives are not clear from the start, it makes it difficult to see the contribution of the paper. I advise the author to clearly show the gaps in the literature, articulate the objectives, and also indicate how the paper is structured.

Add headings to separate different subsections of research.

There is need to add literature. The paper should use the theoretical framework to explain the results, which is done scantily.

State the research design and justify the use of this design and explain why only these three items were chosen.

This paper needs to run analyses to justify the quality of the paper. The presentation of results was not orderly and hence poorly structured.

This study needs to add research implications for practitioners.

The quality of communication is one of the greatest challenges which the authors have.

The Author should study a paper from the Emerald or Elsevier directory so that they can derive inspiration of how to structure the content of their article.