

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.

1. I have read the manuscript. The abstract section is lacking the key words.
2. Introduction section is lacking some of the important aspects like rationale of the study. The author did not indicate the problem that is being addressed.
3. The author did not say much on the previous work done by other authors using the same framework. In other words, literature review for this study is lacking.
4. I therefore suggest that the paper be revised before it can be published.