

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.

The topic is interesting and attractive with research potential.

Major revision is suggested.

1. The research objective is not clearly aimed. As a result, it makes difficult to show the contribution of the paper.
2. No academic structure which suggests using some headings and sub-headings to organize the contents.
3. Literature part is not sufficient to show the given work, as well as not strong to show the research gap.
4. The quality of communication is not so good. English writing, the format of table and figure need to be improved.
5. The methodology is needed to be the key of the whole research which is not found here. A scientific method and research framework is asked for academic work.
6. "Conclusions and Recommendations" part should be organized well. They must be corresponding to each other and show with the single and same logic. The separate descriptions should be rewriting and organized.