

Review Form 1.6

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_84749
Title of the Manuscript:	THE RELATIONSHIP BETWEEN COST REDUCTION TECHNIQUES AND PROFITABILITY
Type of the Article	Short Research 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)
Compulsory REVISION comments	<ul style="list-style-type: none">- Hypothesis is not clearly expressed- Statement hypothesis should be expressed in Methodology- Sampling method should be probability sampling instead of non-probability sampling- Why should be 80 respondents (convenience sampling?)- Operationalization of variables (3.6) expressed an analysis.- Expression of analysis is still not clear yet.- Discussion is not an expression of the research findings.- Conclusions of the study have not expressed the goals of the research.	All the corrections mentioned by the reviewer has been reviewed and correction has been made.
Minor REVISION comments	<ul style="list-style-type: none">- Notice the consistency of the font size (12, or 13 ?)- Typo	
Optional/General comments	<ul style="list-style-type: none">-	

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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	To ensure that this study was conducted ethically, the questionnaire items were devoid of sensitive questions that might contravene the rights of the respondents. In addition, respondents were not forced or placed under compulsion to participate in the study, they were only encouraged thereby leaving the decision to them to make. While some willingly participated, others declined.