

BPI Review Form 070520

Book Name:	<u>Postponement strategies as competitive edge in the automobile industry</u>
Manuscript Number:	Ms_BPR_1097
Title of the Manuscript:	Postponement strategies as competitive edge in the automobile industry
Type of the Article	Complete Book



BPI Review Form 070520

PART 1: Review Comments

	Reviewer's comment	Author's comment (<i>If agreed with the reviewer, correct the manuscript and highlight that part in the manuscript. Authors must write his/her feedback here</i>)
Is the manuscript important for the scientific community? Please write a few sentences explaining your answer	Yes,	
Is the title of the article suitable? Do you have any alternative Title in your mind?	Yes, but the title should be written as- Postponement Strategies as Competitive Edge in the Automobile Industry Another suggested title is "Revving Ahead: Leveraging Postponement Strategies for Competitive Advantage in the Automobile Industry"	
Is the abstract of the article comprehensive? If your answer is No, please provide suggestions	Yes	
Do you think the English quality of the article is suitable for scholarly communications? If your answer is No, please provide suggestions	Yes	
Please provide your comments regarding the appropriateness of different sections of the manuscript.	Introduction section sets the stage by discussing the importance of postponement strategies in the automobile industry and providing background information on the topic. Literature demonstrates the gap in knowledge that the manuscript aims to fill. Methodology including data collection methods, sample selection, and any analytical techniques are correctly employed. Results present how postponement strategies are being utilized in the automobile industry and their impact on competitiveness. Discussion interprets the results in the context of existing literature and industry practices. Conclusion summarizes the key findings and their implications for practice and research. Recommendations: Authors might provide specific recommendations for automobile manufacturers looking to implement or improve postponement strategies based on the findings of the research. Limitations and Future Research: Authors should acknowledge any limitations of the study and suggest areas for future research to address these limitations and further advance knowledge in the field.	
Do you think that the references in the manuscript are proper, recent and sufficient? If you have any suggestions, please write here.	All the sources are cited in the manuscript.	

PART 2:

	Reviewer's comment	Author's comment (<i>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</i>)
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	



B P International

BPI Review Form 070520

Reviewer Details:

Name:	Puja Sunil Pawar
Department, University & Country	Princess Nourah Bint Abdulrahman University, Saudi Arabia