
ESJ Manuscript Evaluation Form

This form is designed to summarize the manuscript review that you have completed and to ensure that you have considered all appropriate criteria in your review. Your review should provide a clear statement, to the authors and editors, of the modifications necessary before the paper can be published or the specific reasons for rejection.

Please respond within the appointed time so that we can give the authors timely responses and feedback.

NOTE: ESJ promotes review procedure based on scientific validity and technical quality of the paper (not perceived the impact). You are also not required to do proofreading of the paper. It could be recommend as part of the revision.

ESJ editorial office would like to express its special gratitude for your time and efforts. Our editorial team is a substantial reason that stands ESJ out from the crowd!

Reviewer Name:	Email:
Date Manuscript Received:	Date Manuscript Review Submitted:
Manuscript Title: HOW THE CRM PERFORMS FOR THE INSIDE SALES ACTIVITIES IN ITC COMPANIES . CASE STUDY: FINCONS GROUP (ITALY)	
ESJ Manuscript Number:	

Evaluation Criteria:

Please give each evaluation item a numeric rating on a 5-point scale, along with a brief explanation for each 3-less point rating.

<i>Questions</i>	<i>Rating Result</i> [Poor] 1-5 [Excellent]
1. The title is clear and it is adequate to the content of the article.	4
<i>(a brief explanation for 3-less point rating)</i>	
2. The abstract clearly presents objects, methods and results.	5
<i>(a brief explanation for 3-less point rating)</i>	
3. There are few grammatical errors and spelling mistakes in this article.	5
<i>(a brief explanation for 3-less point rating)</i>	

4. The study methods are explained clearly.	4
<i>(a brief explanation for 3-less point rating)</i>	
5. The body of the paper is clear and does not contain errors.	5
<i>(a brief explanation for 3-less point rating)</i>	
6. The conclusions or summary are accurate and supported by the content.	4
<i>(a brief explanation for 3-less point rating)</i>	
7. The references are comprehensive and appropriate.	5
<i>(a brief explanation for 3-less point rating)</i>	

Overall Recommendation (mark an X with your recommendation) :

Accepted, no revision needed	X
Accepted, minor revisions needed	
Return for major revision and resubmission	
Reject	

Comments and Suggestions to the Author(s):

The author analyzed the FINCONS GROUP Business Company and it examines in deep the activity of the Inside Sales area.

Work is good, case history is adequate but there aren't best tables or figures. The literature is adequate.

The idea is that CRM refers to the company as a whole. It is a management process. Through the achievement of organizational efficiency, it allows to increase the company's revenue.

Through the holistic marketing orientation takes one move to the product to the customer, from selling products to satisfy customers. It 'a change already in place for some time that is strengthening. The work shows how the holistic marketing is a phase in the architecture firm intended to give a leading role to the concept of customer orientation.

Comments and Suggestions to the Editors Only:

European Scientific Journal
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