Paper, #94, titled “BRAND SELECTION AND ITS MATRIX STRUCTURE –Expansion to the Second Order Lag” to IJoSI.

Thank you for the refereeing.

1. The format of reference needs to be paid more attention.

 ---Revised

2. The presentation of this paper needs to be modified, especially, in  
paragraph 5 of page 1. For example, “ [5] examined purchasing process by  
Markov Transition Probability with the in-put of advertising expense.” may  
be modified as “Yamanaka examined purchasing process by Markov Transition  
Probability with the in-put of advertising expense [5].” or “Yamanaka  
[5] examined purchasing process by Markov Transition Probability with the  
in-put of advertising expense.”

 ---Revised

3.Please definitely describe TRIZ’s terms in studies use and add  
methodology and examples related to TRIZ.

 ---Explanation added

4. Please add author basic information in the beginning and author biography  
in the end.

 ---Revised

Thank you.