



SDI Review Form 1.6

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	2015_AJAEES_18286
Title of the Manuscript:	TRANSNATIONAL PRIVATE REGULATION: EVIDENCE FROM THE COFFEE INDUSTRY
Type of the Article	Original 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:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)



SDI Review Form 1.6

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	The manuscript contains valuable data on customers' preferences to coffee trademarks. I am not an expert in marketing or sociology of trade; however, I think that the manuscript is suitable for publication. I have only a few minor comments regarding English grammar and language. Line 29: The verb form "engage" should be modified to "are engaged" in the sentence "Regulatory governance and actors who are engaged in regulatory standard settings..." Lines 38-40: There is a very long sentence which I do not fully understand "Club theory was developed in economics to describe goods that were excludable but shared by more people than those who typically share a private good but fewer people than those who typically share a public good..." - please make the sentence clearer. Line 57: There is a repetition of a phrase "and contractual networks" in the sentence "The aim of the project was to analyse the importance of transnational private regulation and contractual networks for the system level innovations and transition to sustainability."	Thank you for the constructive comments. Line 29 was corrected as suggested by the reviewer. The sentence was rewritten as follows: "Club theory was developed in economics to describe goods that were excludable. It is possible to exclude people from using goods by denying them access. These goods are shared by more people than those who typically share a private good but fewer people than those who typically share a public good (Buchanan, 1965)." The sentence was rewritten as suggested by the reviewer.



SDI Review Form 1.6

	Line 108: A subject which should probably be “club goods” is missing in the sentence “Unlike pure public goods....” , i.e., the sentence should be “Unlike pure public goods where the benefits one recipient receives club goods are made available to all,....” Line 135: Write “in” instead of “on” in the sentence “Some of the initiatives used in coffee industry are generic....” Line 366: Use “by” instead of “my” in the sentence “...but as a consequence of the push strategy used by major market players....”	The sentence was rewritten to clarify the meaning: “Club goods provide excludable benefits that are given only to club members, unlike pure public goods that are made available to all (Buchanan, 1965; Kaul et al., 1999).” The sentence was rewritten as suggested by the reviewer. The sentence was rewritten as suggested by the reviewer.
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments		