



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	2013_BJEMT_6297
Title of the Manuscript:	An Empirical Determination of Customers' Perception of the Advertising Slogan – “New” or “New improved” As Used by Low Risk Brand Marketers.
Type of the Article	Research Paper

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>)



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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	Reviewer's comments - Good research paper with solid methodology! But needs some improvement. - References should be updated - Needs to add more journal articles to your references and literature review - Future research to be added - Conclusion and recommendations should be enriched. - Since the research has hypotheses, they must, in the part of the results and conclusion, to prove to be supported or rejected. - Very important: the part of implications for managers. - Focus more on the importance of the research. Best Wishes!	-Some improvements have been effected - References have been updated. - More journal articles have been included in literature - Future research has been added - Conclusions and recommendations have been enriched - This point was addressed in section 3.4. The outcome of the inferential statistics was used generously in section 4 (discussion and conclusion). - Implications for managers have been addressed. Thanks for your suggestions and kind words.



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<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments		