



SDI FINAL EVALUATION FORM 1.1

PART 1:

Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	2013_BJEMT_5162
Title of the Manuscript:	Does Familiarity Increase Trust for Potential Investors? Implications for Central and Eastern Europe

PART 2:

FINAL EVALUATOR'S comments on revised paper (if any)	Authors' response to final evaluator's comments
1. I asked the authors to clarify the relevance of trust. They simply refer to the line that I have earlier read. I considered that as too little. And I still do. 2. The authors refer to my request to describe the situation after the reform of Bulgaria with the comment that 'this paper focuses on non-government area of business', but in line 45 they write about 'Bulgaria's inclusion into the EU in 2007'. I feel it would be necessary for the background of the paper to add more literature about what this inclusion for instance means for Bulgaria. The literature about the health reform was simply an illustration of what I meant with background. 3. The point with the Likert Scores has been clarified. The measures themselves are not Likert Scales. 4. I did not see any tables as you expect them in scientific papers. This issue has not been addressed. 5. No tests have been performed. This issue has not been addressed. 6. I disagree with the authors that the issue of (statistical) differences between the groups has been settled sufficiently (see 5). The reference to the lines 166 and 192 does not solve the problem	1. We agree this is an important point. Additional references were added at lines 102-107 and 87-88 to build the case for the relevancy of trust in business relationships. See lines 29-30 and 36-9 also. These lines include references 1-5. Additionally, lines 55-141 cite 12 more articles making the case for the relevancy of trust in business relationships. 2. This clarification of what the reviewer was looking for is helpful and now better understood by the authors. Additional text was added at lines 48-54. 3. Authors appreciate this clarification. Corrections made at line 176, 234 and 278. 4 & 5. Four tables have been added and regression analysis has been provided. 6. We understand that this statement from the reviewer references two different 'groups'. The first group being small business owners in Bulgaria. For this reference group in line 192 (of the previous version of this paper), we added sentences to help clarify the statement about business owners. These are found in lines 217-22 of this version. Additionally the reviewer asks a valid and important point in clarifying the possible statistical differences between male and female respondents. Unfortunately we cannot go back and test for this difference since we did not have this demographic on the survey and had no way to separate them out at this later point. This would be an interesting and valid test to run and warrants a different approach for future work. Hopefully as capitalism grows in Bulgaria respondents will feel more trusting in answering detailed demographic questions too. In reference to lines 180-3 in this version of the paper, for statistical differences between the two types of business groups, we have added lines 183-5 for clarification.