



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	2014_BJEMT_11450
Title of the Manuscript:	Motivations to Participate in International Trade Fairs: The Portuguese Experience
Type of the 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.

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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)
<u>Compulsory</u> REVISION comments	Page1 mixed shows defined as combination of trade and public shows. Public shows have never been mentioned before (line 20).I think it should be consumer show. Page1 at the first line - it is stated that trade fairs and trade shows are not synonymous. After that it is said that in this study these terms are used interchangeable. It is inconsistent. If the first line is not researcher idea so reference can be added Why the questionnaire was conducted in 2012? It should be explained. Below table 1 it was explained that less than 68 respondents did not complete all questions. If there any missing responding questions, how many?	Done. A reference was added. No particular reason to the 2012 survey (not the questionnaire). I don't see the point here. The total number of respondents varies among questions, but with a minor difference of one or two. If the number of questions per questionnaire was superior to two the questionnaire was not considered for analysis.
<u>Minor</u> REVISION comments	At the first page the sentence begin with "trade fairs are not a new marketing promotion tool" there should be space between sections(line26-27). Line 32- UFI's number of members in 2003 what about	Done. Done.



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	2013? Current data can be reached. Line 265 firm/brand image and reputation. Why “firm or brand” terms used together. Table 2 it is mentioned as improve brand image and reputation but in line 273 it is also used as enhancement of image and reputation of the brand/firm. It is not consistent. Table 3 and 4 why only 16 respondents answered questions?	Firm was deleted. It only makes sense to question inhibiting factors and drivers of change to non-exhibiting firms. That’s why we only considered 16 respondents.
<u>Optional/General</u> comments	Line between 81- 84 can be not necessary but the references can be mentioned with related sentences elsewhere. So after line 80 it can continue with line 85. Methodology can be improved with hypotheses. Relationship between motivation factors of participation of trade fair and its effect on attending international trade fair can be analyzed with correlation or regression analysis.	We though useful to mention different types of approaches to international trade fairs. Due to the small number of observations the study is mainly descriptive. To a more sophisticated statistical analysis we need more observations but unfortunately the number of respondents was small.