



SDI FINAL EVALUATION FORM 1.1

PART 1:

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

PART 2:

FINAL EVALUATOR'S comments on revised paper (if any)	Authors' response to final evaluator's comments
All the comments had been done. There are also enhancements without comments. For example introduction section was too long before revised. Adding background section, article is more suitable. Also conclusion and managerial implications integration is more appropriate now. As I recommended before 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. For my comment author reply is more sophisticated statistical analysis we need more observations but unfortunately the number of respondents was small. So "limitations and directions for future research" can be added at the end of the conclusion and managerial implications.	The study is descriptive rather than hypothesis testing. The purpose of the study was to describe/identify the motivations, barriers and drivers to participate in ITF. It was added two paragraphs at the end of the conclusion and the managerial implications with limitations and directions for future research. Certain limitations might restrain the generalization of the results. First, all the exporters participating in the study are Portuguese, which hinder the direct application of the conclusions to exporters of other countries. Second, given the small number of respondents the research was descriptive in nature, discouraging the use of more sophisticated data analyses techniques that could delineate the causes of the phenomena or the association of important variables with the participation of SMEs in international trade fairs. The results obtained in this study is a good starting point for further research since they reflect the theoretical as well as empirical aspects highlighted along the paper. The evidence suggests that understanding the motivations, drivers and barriers to participate in international trade fairs require an additional research focus on qualitative data that could be obtained through depth interviews with the chief executive officers of the firms that have been involved in international trade fairs. Also, future research may test the same factors in other countries through correlational or causal studies using quantitative techniques.