



SDI Review Form 1.6

Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	2014_BJEMT_11311
Title of the Manuscript:	How Corporate Social Responsibility influences Customer Repurchases Intentions, Customer Word-of-Mouth Intentions and Customer Perceived Food Quality of Fast-food Restaurants in Hong Kong: the mediating effects of Corporate Reputation
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.

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(<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)
<u>Compulsory</u> REVISION comments	The author should indicate how ethical issues such as informed consent, honesty in reporting results, objectivity, integrity and confidentiality were ensured during the data collection process. There should also be an indication that permission was obtained from the take away companies to do the research.	
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments	Very interesting and well written manuscript. Research project was well executed.	

Reviewer Details:

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