



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	2014_BJEMT_9947
Title of the Manuscript:	How People Response to Different Types of Humorous Advertising
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.

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)
<u>Compulsory</u> REVISION comments	There is need to correct some grammatical expressions as in the title (respond, not response). Other areas of grammatical expression to correct are in lines: 3, 22, 35, 44, 107, 294, etc. Sentence in lines 44 – 45 is not clear. Sentence in lines 49 – 50 is incomplete.	
<u>Minor</u> REVISION comments	There is need to back up certain claims with citations as in lines 30 – 32, and 35 - 36	
<u>Optional/General</u> comments	The medium of advertising plays a role in the effectiveness of an ad. The study did not take this into cognisance. Would the results have been the same if it were a radio or outdoor or online ad?	

Reviewer Details:

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