SDI Review Form 1.6

Journal Name:	**British Journal of Economics, Management & Trade**
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)*
Compulsory REVISION comments		
Minor REVISION comments	The literature is old. Author should check the latest literature and use some in the paper in the introduction part and literature review and hypotheses.	
Optional/General comments		

Reviewer Details:

Name:	**Tina Vukasović**
Department, University & Country	**Internationa School For Social And Business Studies, Celje, Slovenia**