



SDI Review Form 1.6

Journal Name:	<u>British Journal of Applied Science & Technology</u>
Manuscript Number:	Ms_BJAST_32898
Title of the Manuscript:	Technology Acceptance Theory and Its Modeling of Advertising: Traditional Advertising or Mobile 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 <i>(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)</i>
<u>Compulsory</u> REVISION comments		
<u>Minor</u> REVISION comments	Point 2.1 The Usage of Mobile Devices - lines 114-123 Statistical data and information very old - 2012; replace all resources with new and updated data from 2016, 2017; there are many resources now point 2.2 – lines 131-132 – the same issue – replace statistical data with new and updated – 2016 point 2.3 – advertising trend we are now in 2017, all data has to be updated, not from 2013, 2014, etc – replace all with updated data – lines 162-164, 170-173, and Figure 1 should be updated to 2015-2016 point 2.4 Attitudes towards Advertisement sources from 2004 are not significant in the new age advertising – replace with updated information point 4. Findings It would be more visible and better structured, if the author would add graphics or tables of results	
<u>Optional/General</u> comments	More attention to spelling, spaces between words, etc. Lines 14,16, 17, 27, 28, 44, etc Internet, with caps – always The author, must bring new and updated sources and make a better documentation related to the state of the art in advertising;	



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	-updating all resources and statistical data to 2016-2017 - for a better structuring even easier reading - adding graphic or tabular objects	
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