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**SDI Review Form 1.6**

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|---|---|
| Journal Name: | **British Journal of Economics, Management & Trade** |
| Manuscript Number: | **Ms_BJEMT_23422** |
| Title of the Manuscript: | **Competitiveness of Higher Education Institutions: The Mediating Effect of Student Satisfaction, School Image and Student Loyalty** |
| Type of the 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 | **I don't see any readers being interested in this text:**<br>- **trivial hypothesis**<br>- **an oppotunist sample**<br>- **an exercise of descriptive statistics**<br>- **a complete lack of contextualisation (where is Hing Kong in the text)**<br>- **nearly no comment**<br>- **common knowledge in the conceptual &**<br>- **nearly no text (except tables and a monstruous set of references (6:23 pages!!!)** | Thanks for the comments.<br>Since 1990, the Chief Executive of Hong Kong has announced a policy that over 60% of high school graduate can have opportunities to further their studies in tertiary education, there have been many self-finance education institutions established in the education market in Hong Kong. Some institutions are from famous established universities and some are new in entry into the higher education sector, there have been challenges and comments that whether the self-finance institutions can provide satisfactory teaching quality to students and whether the image and reputation of institutions affect their services provided. So actually the areas of study of this research are quite interesting and a hot research topic in Hong Kong.<br>The authors agreed to add more comments to the discussion in order to enhance the value of this manuscript. |
| **Minor** REVISION comments | | |
| **Optional/General** comments | | |