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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	**Original Research**

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:

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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	• **The title of the paper must include the name of the country where the study conducted. For example, Competitiveness of Higher Education** 1 **Institutions in India: The Mediating Effect of Student Satisfaction, School Image and Student Loyalty.** • **Generalisation of findings may improve the content of the paper**	• The title is revised by adding "in Hong Kong" • The authors agreed with the comment. A generalization of findings in employing the results found in marketing and other institutions are added.
Minor REVISION comments		
Optional/General comments	• **For Reliability and Validity Tests, table 7 and table 11 are adequate. I think other tables and analysis may incorporate as appendix.**	• Thanks for the comment. The authors think that keeping in the main text can help reader trace the analysis easier. The authors agree to keep other tables for reliability and validity within the main text.