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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	**Empirical Research Paper**

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	**Nil**	
Minor REVISION comments	Literature Review: Need to add the current literature on student loyalty and institutional image. In the Conceptual model **Educational Environment Government** is not considered Limitations and Scope (subject) of the study is not	The authors agreed that the not all the literature in literature review are so current but there were few literatures in recent three years. In addition, the research of institutions in reputation and image is still very new because the rapid increasing number of self-financing institutions recently raises up more interest in these areas of research, so not many current research could be found about reputation and image. Since the research was studied in Hong Kong which is politically stable and the involvement of government is minimal, so this research originally did not consider the government issues. The authors agreed that adding this factor is a good idea and will work on this factor in future research. Descriptions of using RepTrak model

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	clearly determined in the research methodology Scope for further research is to be described 1. Well defined structure of the study 2. Quality Analysis (Empirical and Statistical Justification of objectives) 3. Relevance for the present Competitive Education Environment (specially Higher Education)	was added in methodology. Thanks for the comments.
Optional/General comments		