



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	Ms_BJEMT_29292
Title of the Manuscript:	Foreign Migration of Brands discussed under the light of Intersubjectivity Perspective: Illustration with a Case of Food Products
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)
<u>Compulsory</u> REVISION comments	The weaknesses are: - theoretical framework is not well-structured and explained - the contribution of the paper to the research field of the identification of consumer behavior models in not clear; - The search patterns is not well explained; It is suggested to deepen the structure of the questionnaire and its questions; - In the questionnaire there is the question about purchase intentions? - Results are not clearly presented; they need to better explain the contents of Tables 1 and 2 (correlations) and improve its comment; - it is suggested to argue the implications for management; - In the paper they are not considered the studies on the country of origin effect;	-section "Introduction" was rewritten in part. -comments and references were added to make this link clearer. -details were added in sections "Introduction" and "Methods" -yes. -additional proposals have been provided. -additional proposal are given in section "Conclusions". -this is because it is not link with the research question. To make it clear, the research question has been summarized in section "Introduction".
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments		