



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 <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	I believe the topic is addressed in a proper manner, however I recommend the use of more graphic tools like diagrams to provide the reader with the opportunity to visualize the interaction of the described variables, also to perceive the proximity of concepts and their sequential development. Another recommendation would be to introduce the definition of Direct, Meta and Meta Meta and their main differences earlier on the paper, given that during some argumentation, I feel like it is assumed that the reader would know these as part of their previous knowledge.	Additional figure 1 provides a visual illustration of the levels of intersubjectivity and contributes to introduce them earlier in the text.
<u>Minor</u> REVISION comments	The examples used during the construction of the fundamental ideas of the paper are a really nice selection, for example the one with the word "fagot" or the other one with the word "bite" they are really amusing and for sure will produce many laughs among the readers, that is because these examples are going to be probably the part of the article with the strongest remembrance among the readers. That is why I recommend to give these examples more relevance and use them as an opening for the whole paper, maybe using phrases like – did you know that in some international markets the sexual tendencies of people could be told by the potato chips they eat? – of course as a funny comment to attract more readers to the paper.	The recommendation "to give these examples more relevance and use them as an opening for the whole paper ..." is brilliant: this has been done.
<u>Optional/General</u> comments	The variables fundamental description and usage is correct under my point of view, however a chart of variables in which all of them are explained with their associated values and ranges or dichotomy choice could be very useful.	Tables added.