



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	(1) The abstract of the paper is not written very clear as requirement by a research paper. Please rewrite to express clearly: the significance, the main methods, the important results and comment on the results. (2) The results can not be presented in the part of 4.DISCUSSION. Fig. 14-18 and Table 2 have to be presented and described in the part of 3.RESULTS (3) Titles in the part of 3.RESULTS must be written in such a way that it indicate directly the essence of the result presented.	1.Abstract rewritten. 2.Fig. 14 to 18 are another way to present data for discussion, this data being already presented in section "Results". 3.It is precisely done this way.
<u>Minor</u> REVISION comments	(1) Most content of the paper are written redundantly. It is strongly suggest the author to simplify the whole paper. (2) Figures should be presented in a same size and format.	1.The three levels of intersubjectivity may appear complex to some readers. Redundancy is here to remind keys cues to these readers and avoid them to go back to previous sections. However, section "Method" has been reduced. 2. This will be seen with the editor.
<u>Optional/General</u> comments	No.	