



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	- Lack of literature review of research problem - The author should make a clear of method used for gaining the primary data and explain that why does the experimental method was used as the main technique in this study. - To get the reliability of findings pointed out from data analysis, which conditions are needed for a good experimental method? Which information are necessary and valid to show in tables for clarifying research problem? - This paper should be logically reorganised between sections as follows: Introduction, literature review, methods used, results & discussion and Conclusion.	See additional comments and references I in section "Introduction" See additional details in first paragraph of section 2. See additional details in section 2.2 . Adjustments have been done.
<u>Minor</u> REVISION comments	- The main research objective and method used should be presented clearly in abstract. - Problem statement should be simply, short and make a clearly the necessary for doing the research problem.	Abstract was rewritten.
<u>Optional/General</u> comments	Checking grammar and mistakes	Proofreading done.