



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	Ms_BJEMT_30424
Title of the Manuscript:	The Antecedents of Behavioral Intensions: The Conceptual Approach Towards Servicescapes and its Consequences
Type of the Article	Literature Review

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	The author should also consider the atmospheric, environmental psychology and store environments as services cape literature. Review more current literature especially in the area of services cape and behavioral intentions and establish what is common and the divergent issues that may come up. That is when you will add knowledge. Question: What new knowledge are you putting forward? You will get this addressed when you establish where the other authors are agreeing, disagreeing and your own view. For example, review research by Dairen Hooper Joseph Coughlan, Michael Mullen (2013) on services cape and behavioral intentions.	Thank you so much for considering my contribution with some positive comments. I will mention my feedback here one by one; - Regarding the addition of the word psychology in the paper, most likely the paper will go through Consumer Behaviour. I wanted to keep my approach to Marketing Management. - Regarding the literature, there are few articles mentioned in the references i.e. 2015, 2014, 2013 etc. - As it is very clear from the title of the paper "The Antecedents of Behavioural Intension: The Conceptual Approach Towards Services capes and its Consequences.
Minor REVISION comments	Use APA format in referencing your work. Also, use more up to date literature.	Regarding the APA Style references. It will be taking under consideration and will be double check.
Optional/General comments	This article needs some improvement especially in terms of academic writing.	

As per the guideline of editorial office we have followed VANCOUVER reference style for our paper.

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