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Journal Name:	**British Journal of Economics, Management & Trade**
Manuscript Number:	**Ms_BJEMT_23422**
Title of the Manuscript:	**Competitiveness of Higher Education Institutions: The Mediating Effect of Student Satisfaction, School Image and Student Loyalty**
Type of the Article	**Research paper**

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	**Here below are some comments useful to improve the paper:** **1. Abstract is too long and not well done. It is necessary to rewrite it.** **2. Introduction: it is too brief and not clear. I suggest to organize better the manuscript.** **3. It is necessary to explain better section 2.7 Research Model.** **4. I suggest to explain better Figure 2. Latent Variables in the Measurement Model** **In general it is very difficult to understand the manuscript because English is very very poor. I suggest to improve and check English and typos.**	
Minor REVISION comments		
Optional/General comments		

Reviewer Details:

Name:	**Antonella Petrillo**
Department, University & Country	**University of Napoli Parthenope, Italy**