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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	

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	**I don't see any readers being interested in this text:** - **trivial hypothesis** - **an oppotunist sample** - **an exercise of descriptive statistics** - **a complete lack of contextualisation (where is Hing Kong in the text)** - **nearly no comment** - **common knowledge in the conceptual &** - **nearly no text (except tables and a monstruous set of references (6:23 pages!!!)**	
Minor REVISION comments		
Optional/General comments		

Reviewer Details:

Name:	**Anonymous**
Department, University & Country	**France**