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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	**Original Research**

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 title of the paper must include the name of the country where the study conducted. For example, Competitiveness of Higher Education** 1 **Institutions in India: The Mediating Effect of Student Satisfaction, School Image and Student Loyalty.** • **Generalisation of findings may improve the content of the paper**	
Minor REVISION comments		
Optional/General comments	• **For Reliability and Validity Tests, table 7 and table 11 are adequate. I think other tables and analysis may incorporate as appendix.**	

Reviewer Details:

Name:	**Sanjay Kanti Das**
Department, University & Country	**Department of Commerce, Lumding College, Assam, India**