



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
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	Empirical 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:

(<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 (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)
<u>Compulsory</u> REVISION comments	Nil	
<u>Minor</u> REVISION comments	Literature Review: Need to add the current literature on student loyalty and institutional image. In the Conceptual model Educational Environment Government is not considered Limitations and Scope (subject) of the study is not clearly determined in the research methodology Scope for further research is to be described 1. Well defined structure of the study 2. Quality Analysis (Empirical and Statistical Justification of objectives) 3. Relevance for the present Competitive Education Environment (specially Higher Education)	
<u>Optional/General</u> comments		

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