***Review of an article submitted for publication in***

***Journal of Marketing and Consumer Behaviour in Emerging Markets***

Article title: ...............................................................................................................................

Reviewer (for the Editors’ information only)

Full name, academic title/degree: .....................................................................................................

Organization: .....................................................................................................................................

Contact: .............................................................................................................................................

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|  | ***I declare that I have familiarized myself and accept the rules of publishing ethics of Journal of Marketing and Consumer Behaviour in Emerging Markets*** |

Evaluation of the article (please put “X” in the relevant column)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Opinion/**  **Criteria** | **Excellent**  **(6)** | **Very good (5)** | **Good**  **(4)** | **Fair**  **(3)** | **Poor**  **(2)** | **Unacceptable (1)** |
| Significance of the research topic |  |  |  |  |  |  |
| Expression of the research problem  and the hypotheses |  |  |  |  |  |  |
| Research methods applied |  |  |  |  |  |  |
| Conclusions/interpretations |  |  |  |  |  |  |
| Novelty |  |  |  |  |  |  |
| Quality of writing |  |  |  |  |  |  |
| Organization, structure of paper |  |  |  |  |  |  |
| Reference adequacy |  |  |  |  |  |  |
| Overall recommendation for acceptance |  |  |  |  |  |  |

Reviewer’s recommendation (please put “X” in the relevant row )

|  |  |
| --- | --- |
| **Manuscript can be published:** | **Decision** |
| * in present form |  |
| * after minor corrections and revisions |  |
| * after essential corrections and revisions |  |
| * after enhancing and completing research |  |
| **I recommend the article be rejected** |  |

**Reviewer’s comments**

Please, write your recommendations for the author(s). We kindly ask you to specify clearly what the author needs to change, elaborate and explain. Your comments will be sent to the author(s).