



**SDI Review Form 1.6**

Journal Name:	<a href="#">Journal of Economics, Management and Trade</a>
Manuscript Number:	Ms_JEMT_54677
Title of the Manuscript:	THE IMPACT OF ALCOHOLIC BEVERAGE ADVERTISEMENT ON STUDENT'S PURCHASING BEHAVIOUR AT SUNYANI TECHNICAL UNIVERSITY
Type of the Article	Original Research 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:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)

**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)
<b>Compulsory</b> REVISION comments	<ol style="list-style-type: none"> <li>1. The literature review is compiled in better way.</li> <li>2. No standard questionnaire has been used for the study and the questionnaire designed by the researcher has not been checked for reliability and validity. Reliability and Validity included is vague and no standard method is used for proving reliability and validity.</li> </ol>	
<b>Minor</b> REVISION comments		
<b>Optional/General</b> comments		

**PART 2:**

	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)
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	
Are there competing interest issues in this manuscript?		
If plagiarism is suspected, <b>please provide related proofs or web links.</b>		



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**PART 3: Declaration of Competing Interest of the reviewer:**

Here reviewer should declare his/her competing interest. If nothing to declare he/she can write "I declare that I have no competing interest as a reviewer"

**PART 4: Objective Evaluation:**

Guideline	MARKS of this manuscript
Give OVERALL MARKS you want to give to this manuscript ( Highest: 10 Lowest: 0 )  <b>Guideline:</b> Accept As It Is: (>9-10) Minor Revision: (>8-9) Major Revision: (>7-8) Serious Major revision: (>5-7) Rejected (with repairable deficiencies and may be reconsidered): (>3-5) Strongly rejected (with irreparable deficiencies.): (>0-3)	6

**PART 5: Reviewer Details:**

Name:	Department, University & Country	Position: (Professor/researcher/lecturer, etc.)	Email:	5-10 Keywords to describe specialization/expertise
Dr. Amitkumar N. Gosar	<b>Research And Development, Indoco Remedies Ltd.</b>  <b>Management Studies, Sikkim Manipal University</b>  <b>India.</b>	<b>Head – Analytical Research</b>  <b>Research Guide</b>	dramitgosar@gmail.com	<b>Chemistry, Psychology, Management</b>
Please provide the proper information ( <b>Name, University and Country</b> ). The 'Certificate' for reviewing this paper will be issued using this information.				