



SDI Review Form 1.6

Journal Name:	Journal of Economics, Management and Trade
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)
Compulsory REVISION comments	<p>After reading the paper I feel that the manuscript is of potential interest to the readership of this journal, but there are major issues that must be addressed before the article could be published:</p> <ul style="list-style-type: none"> / * The results section requires far greater organisation and structuring. The analysis is too general, and the reported results are somewhat selective. This section needs to be more carefully and systematically constructed. / * Further, the analysis and findings must be critical and interpretive rather than just descriptive. / * The final discussion and conclusion should make it clear how the findings contribute to new knowledge. / * The research/evaluation methodology is not justified, clear and appropriate (including ethical considerations / approval where appropriate) / * More recent bibliography is necessary. Furthermore, the reference list is a little bit weak. Before I can make a final decision on the paper, please refer to more references and upload a new version. It is suggested that the author(s) can consider the following papers related to media, social media, mobile learning, etc. to strengthen the background and conclusions of the study: <ul style="list-style-type: none"> • Papadakis, St., & Kalogiannakis, M. (2017). Mobile educational applications for children. What educators and parents need to know. <i>International Journal of Mobile Learning and Organisation (Special Issue on Mobile Learning Applications and Strategies)</i>, 11(3), 256-277. • Papadakis, S., Kalogiannakis, M., & Zaranis, N. (2019). Parental involvement and attitudes towards young Greek children's mobile usage. <i>International Journal of Child-Computer Interaction</i>. doi: https://doi.org/10.1016/j.ijcci.2019.100144. • Papadakis, St., & Kalogiannakis, M. (2020). A Research Synthesis of the Educational Value of Self-proclaimed Mobile Educational Applications for Young Age Children. In S. Papadakis, & M. Kalogiannakis (Eds.), <i>Mobile Learning Applications in Early Childhood Education</i> (pp. 1-19). Hershey, PA: IGI Global. doi:10.4018/978-1-7998-1486-3.ch001 <p>/ * The academic writing needs work. / * The discussion should be more concise and the outcomes should be discussed in relation to the existing research. The language style of this section has to improve. / * Recommendations should also be given for practice and further research. / * Similarity check with iThenticate revealed a similarity index of 13% which is considered NOT appropriate. A maximum of around 60 quoted words is accepted per paper. There are papers with over 60 words. No previously copyrighted material can be used. See the attachment file with the plagiarism check results. / * In preparing a revised manuscript, please also include a table of how you have responded to each of the issues listed above point by point.</p> <p>I look forward to receiving your revised manuscript in the near future.</p>	



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Minor REVISION comments		
Optional/General comments		

PART 2:

	Reviewer's comment	Author's comment <i>(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)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	
If plagiarism is suspected, <u>please provide related proofs or web links.</u>	Yes. See attached file.	

Reviewer Details:

Name:	Papadakis Stamatios
Department, University & Country	University of Crete, Greece