



SDI FINAL EVALUATION FORM 1.1

PART 1:

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 Article:	Original Research Article

PART 2:

FINAL EVALUATOR'S comments on revised paper (if any)	Authors' response to final evaluator's comments
<p>Please inform the authors that by a first reading i noticed the following problems:</p> <p>a) Some literature is the same :</p> <ol style="list-style-type: none"> Ivanovic A. & Collin P H (2003), Dictionary of Marketing, Bloomsbury Publishing Plc, third edition, Italy, p. 6 Ivanovic A. & Collin P H (2003), Dictionary of Marketing, Bloomsbury Publishing Plc, third edition, Italy, p. 6 <p>b) There is a problem with this reference. Something got wrong with copy/paste probably:</p> <ol style="list-style-type: none"> ELSA (2007b. Report on Adherence to Alcohol Marketing Regulations: ELSA project report on the adherence to codes of self-regulation, laws and regulatory systems. http://www.stap.nl/elsa/elsa_project/introduction.html Graphic showize 2017 <p>c) The authors in their answer mentioned that the '5. The literature has been inculcated with other theoretical reviews such as Prevalence of Alcohol Consumption, Factors Influencing Alcohol Consumption, Advertisement and Alcoholic Consumption, and Modes of Alcohol potable advertisement and therefore the Youth.' But i can't see the recommended references in the references.</p> <p>Please inform the authors to cerefully revise their paper and send it back to me.</p>	

PART 3: Objective Evaluation:

Guideline	MARKS for this REVISED manuscript
<p>Give OVERALL MARKS you want to give to this REVISED manuscript (Highest: 10 Lowest: 0)</p> <p>Guideline: Accept (8-10) Revision required: (4-8) Rejected: (0-4)</p>	