

Review Form 1.6

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_93221
Title of the Manuscript:	Analysis Of The Influence Of Risk Communications And Subjective Norms On The Purchase Intention Of Soft Structured Carriers (SSC) And Their Impact On Perceived Risk
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:

(<https://www.journaljemt.com/index.php/JEMT/editorial-policy>)

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	it is suggested to the author to treat the formulation of the hypothesis in a special section Congratulations with an effort of specification the work will be clearer in your exhibition	
Minor REVISION comments	the formulation of the model hypothesis is not clear. It is a good job, but the hypothesis and its contrast must be clear	
Optional/General 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>	

Reviewer Details:

Name:	Vicente H. Monteverde
Department, University & Country	School of Economics, University of Moron, Argentina