

Review Form 1.7

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_98723
Title of the Manuscript:	The Effect of Sponsor-Event Congruence on Sponsor Credibility, Attitude toward the Sponsor, and Purchase Intention: A Study of Implora Brand
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:

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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 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) yes 3. Is the abstract of the article comprehensive? yes 4. Are subsections and structure of the manuscript appropriate? 5. no 6. Do you think the manuscript is scientifically correct? 7. So-so 8. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. 9. no (Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)	The statement of the problem is not explained correctly The suggestions section is not included The conclusion is derived from the statistical section What software was used in the research method Statistical models are not given It is better to use the following article because it is related to your research The Influence of Brand Loyalty on Cosmetics purchase Intention of Iranian Female Consumers https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=d7e668ed7938e32d61660dcf8d591296d2a27725	
Minor REVISION comments 1. Is language/English quality of the article suitable for scholarly communications?		
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>	

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