### 

**Review Form**

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| **E-Mail:** |  |
| **Title:** |  |
| **First Name:** |  |
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| **Affiliation:** |  |
| **Country:** |  |
| **Expertise:** |  |

1. Reviewer’s Information

2. Manuscript Information

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| **Manuscript Title:** |  |

3. Scoring

Please tick the score that best reflects your evaluation of the paper.

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|  | Excellent (5) | (4) | (3) | (2) | Poor  (1) |
| Originality |  |  |  |  |  |
| Contribution/Significance |  |  |  |  |  |
| Presentation –clear and logical |  |  |  |  |  |
| Scholarship- synthesis of relevant literature |  |  |  |  |  |
| Conceptualisation- theoretical development |  |  |  |  |  |
| Is the analysis/interpretation sound? |  |  |  |  |  |
| Methodology- appropriate and justified |  |  |  |  |  |
| Data- relevant and credible |  |  |  |  |  |
| Interpretation/analysis- logical and evidence based |  |  |  |  |  |
| Discussion- grounded in relevant literature and findings |  |  |  |  |  |
| Conclusion- relevant and logical |  |  |  |  |  |
| Implications for promotional communications practice- relevant |  |  |  |  |  |

**4. Comments**

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