ISSN: 2659-3904 ISSN-e: 2792-405X

Review form for research studies

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	JES				
1. Is this a rese	arch study or a bibliogr	phical review? *			
Research S	tudies				
Bibliograp	nical Review				
2. Is the subjec	of the article relevant t	o the journal? *			
Yes					
No No					
3. Are there sig	nificant contributions to	knowledge in mar	ketin <mark>g</mark> and advertis	ing? *	
Yes					
No					
4. Briefly state	he main contributions:	÷			
5. Is the article	the product of a funded	project?			
Yes					
No					
Not stated					

* Questions marked with an asterisk are mandatory.

SPECIFIC ASSESSMENT

Please rate taking the following into consideration					
0 = Not presented	1 = Very bad	2 = Bad	3 = Average	4 = Good	5 = Very good

As a potential reference, to be accepted with or without modifications, the article should attain a score of at least 42 points in the following sections.

About the content

1. Article presentation data: title, abstract, keywords. *

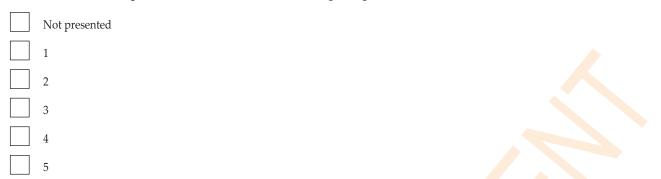
Not presented
1
2
3
4
5

5

2. Scientific basis for the article. Review of the literature. Relevance of references. Current status of the review performed. *

rigor.

4. Data collection techniques and tools. Scientific and methodological rigor of the article. *



5. Opportunities, relevance, timeliness and interest of the topic addressed for the research and academic community in the field of marketing and advertising. *

Not presented
1
2
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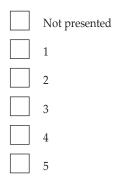
6. Originality and novelty of the content. *



7. Internal organization and coherence. Clarity of presentation. *



8. Data interpretation and analysis. *



9. Research results. *



10. Relevance and quality of the discussion and conclusions.*



11. Overall assessment of the quality of the article. *



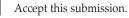
Review form for research studies

CEF. Revista de Marketing y Publicidad

List of suggested corrections and improvements. Rating for the authors: *

Confidential comments to the editor:

Recommendation: *



Can be published with modifications.

Resend for revision.

Resubmit to another publication.

Not publishable.

See comments.

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Review form for academic projects or contributions

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ENERAL ISSU	ES
1. Is this a proje	et or an academic contribution? *
Project	
Academic of	ontribution
2. Is the subject	of the article relevant to the journal? *
Yes	
No	
3. Are there sigr	ificant contributions to knowledge in marketing and advertising? *
Yes	
No	
4. Briefly state t	e main contributions: *
5. Is the article t	ne product of a funded project?
Yes	
No	
Not stated	

* Questions marked with an asterisk are mandatory.

SPECIFIC ASSESSMENT

Please rate taking the following into consideration					
0 = Not presented	1 = Very bad	2 = Bad	3 = Average	4 = Good	5 = Very good

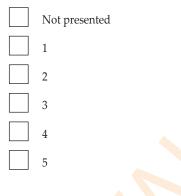
As a potential reference, to be accepted with or without modifications, the article should attain a score of at least 30 points in the following sections.

About the content

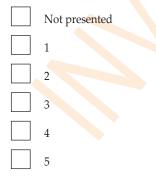
1. Article presentation data: title, abstract, keywords. *

Not presented
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2. Opportunities, relevance, timeliness, and interest of the topic addressed for the research and academic community in the field of marketing and advertising. *



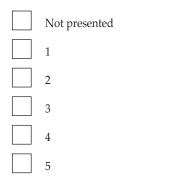
3. Originality and timeliness of the contribution presented. *



4. Internal organization and coherence. Clarity of presentation. *

Not presented
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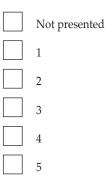
5. Substantiation of the article: review of the literature and/or background information. Adequacy of the references used. *



6. Clarity and precision in the communication of the project or the academic contribution presented. *

	Not presented
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	2
	3
	4
	5
7. Cla	rity and relevance of the conclusions. *
7. Cla	rity and relevance of the conclusions. * Not presented
7. Cla	
7. Cla	Not presented
7. Cla	Not presented 1
7. Cla	Not presented 1 2

8. Overall assessment of the quality of the article. *



List of suggested corrections and improvements. Rating for the authors: *

Confidential comments to the editor:

Recommendation: *		
	Accept this submission.	
	Can be published with modifications.	
	Resend for revision.	
	Resubmit to another publication.	
	Not publishable.	
	See comments.	