

Review form for research studies

Note. This document is for reference purposes only. In no case should it be completed by reviewers. The review form can only be completed online, once the reviewer is registered on the platform as an evaluator and has been assigned an article for evaluation.

Please rate the article in all the sections that appear in this protocol, making the comments and suggestions that you deem appropriate in each one of them. Kindly **submit your report no later than 30 days from the date of the review request** (if this is not possible, please inform the journal in order to avoid delays).

GENERAL ISSUES

1. Is this a research study or a bibliographical review? *

- Research Studies
 Bibliographical Review

2. Is the subject of the article relevant to the journal? *

- Yes
 No

3. Are there significant contributions to knowledge in marketing and advertising? *

- Yes
 No

4. Briefly state the main contributions: *

5. Is the article the product of a funded project?

- Yes
 No
 Not stated

If any of the above answers is negative, please state the reason here (if applicable):

* 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

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

- Not presented
- 1
- 2
- 3
- 4
- 5

3. Research design. Scientific and methodological rigor. *

- Not presented
- 1
- 2
- 3
- 4
- 5

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

- Not presented
- 1
- 2
- 3
- 4
- 5

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
- 3
- 4
- 5

6. Originality and novelty of the content. *

- Not presented
- 1
- 2
- 3
- 4
- 5

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

- Not presented
- 1
- 2
- 3
- 4
- 5

8. Data interpretation and analysis. *

- Not presented
- 1
- 2
- 3
- 4
- 5

9. Research results. *

- Not presented
- 1
- 2
- 3
- 4
- 5

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

- Not presented
- 1
- 2
- 3
- 4
- 5

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

- Not presented
- 1
- 2
- 3
- 4
- 5

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.

Review form for academic projects or contributions

Nota. Este documento es solo para consulta. En ningún caso deberá ser cumplimentado por los/las revisores/as. El formulario de revisión solo se puede cumplimentar vía *online*, una vez que el/la revisor/a está registrado en la plataforma como evaluador y le ha sido asignado un artículo para su evaluación.

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GENERAL ISSUES

1. Is this a project or an academic contribution? *

- Project
- Academic contribution

2. Is the subject of the article relevant to the journal? *

- Yes
- No

3. Are there significant contributions to knowledge in marketing and advertising? *

- Yes
- No

4. Briefly state the main contributions: *

5. Is the article the product of a funded project?

- Yes
- No
- Not stated

If any of the above answers is negative, please state the reason here (if applicable):

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SPECIFIC ASSESSMENT

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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
- 1
- 2
- 3
- 4
- 5

2. 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
- 3
- 4
- 5

3. Originality and timeliness of the contribution presented. *

- Not presented
- 1
- 2
- 3
- 4
- 5

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

- Not presented
- 1
- 2
- 3
- 4
- 5

5. Substantiation of the article: review of the literature and/or background information. Adequacy of the references used. *

- Not presented
- 1
- 2
- 3
- 4
- 5

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

- Not presented
- 1
- 2
- 3
- 4
- 5

7. Clarity and relevance of the conclusions. *

- Not presented
- 1
- 2
- 3
- 4
- 5

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

- Not presented
- 1
- 2
- 3
- 4
- 5

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

Confidential comments to the editor:

Recommendation: *

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- Not publishable.
- See comments.