

REVIEW FORM

International Journal of Retailing and Marketing (IJRM)

PEER REVIEW REPORT

A. Manuscript Information

- **Manuscript ID:** _____
 - **Manuscript Title:** _____
 - **Article Type:**
 - ☐ Research Article
 - ☐ Review Paper
 - ☐ Case Study
 - ☐ Short Communication
 - ☐ Conceptual Paper
 - ☐ Book Review
 - **Date Received:** _____
 - **Review Completion Date:** _____
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B. Reviewer Declaration

☐ I declare that I have **no conflict of interest** regarding this manuscript.

☐ I agree to maintain the confidentiality of this manuscript.

Reviewer Name (Optional for Double Blind Review): _____

Affiliation: _____

Country: _____

Email: _____

C. Evaluation Criteria

Please rate each criterion.

Evaluation Criteria	Excellent (5)	Good (4)	Average (3)	Fair (2)	Poor (1)
Originality of Research	☐	☐	☐	☐	☐
Significance of Study	☐	☐	☐	☐	☐
Novelty	☐	☐	☐	☐	☐
Literature Review	☐	☐	☐	☐	☐
Research Methodology	☐	☐	☐	☐	☐
Data Analysis	☐	☐	☐	☐	☐
Interpretation of Results	☐	☐	☐	☐	☐
Discussion	☐	☐	☐	☐	☐
Conclusions	☐	☐	☐	☐	☐
References	☐	☐	☐	☐	☐
English Language	☐	☐	☐	☐	☐
Organization of Paper	☐	☐	☐	☐	☐
Ethical Compliance	☐	☐	☐	☐	☐
Overall Quality	☐	☐	☐	☐	☐

D. Detailed Review

1. Summary of the Paper

2. Major Strengths

1.

2.

3.

3. Major Weaknesses

1.

2.

3.

4. Major Revisions Required

5. Minor Revisions

6. Comments on Research Methodology

7. Comments on Statistical Analysis

8. Comments on Tables and Figures

9. Comments on References

- ☐ References are current
- ☐ More recent references are needed
- ☐ Self-citations are excessive
- ☐ References should follow journal style

Comments:

10. Language Quality

- ☐ Excellent
- ☐ Minor English Editing
- ☐ Moderate Editing
- ☐ Major Language Revision Required

Comments:

E. Ethical Issues

Please indicate if any concerns exist.

- ☐ No ethical concerns
- ☐ Possible plagiarism
- ☐ Duplicate publication
- ☐ Data fabrication
- ☐ Image manipulation
- ☐ Ethical approval missing
- ☐ Conflict of Interest not disclosed

Comments:

F. Confidential Comments to the Editor

(These comments will NOT be shared with the authors.)

G. Recommendation

Please select ONE.

☐ Accept without Revision

☐ Minor Revision

☐ Major Revision

☐ Resubmit for Review

☐ Reject

Reason:

H. Overall Score

Score	Recommendation
90–100	Accept
75–89	Minor Revision
60–74	Major Revision
Below 60	Reject

Reviewer Signature

Name: _____

Date: _____

Signature: _____