

## Review Form 1.6

Journal Name:	<a href="#">Journal of Economics, Management and Trade</a>
Manuscript Number:	Ms_JEMT_78662
Title of the Manuscript:	Recall vs. Recognition: How the strength of sponsor awareness influences the perceived brand personality
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:

(<https://www.journaljemt.com/index.php/JEMT/editorial-policy> )

### 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)
<b>Compulsory</b> REVISION comments	<b>NIL</b>  Manuscript can be accepted with the minor changes by justifying the number of field sample and online sample	
<b>Minor</b> REVISION comments	The author has mentioned that the study followed multi stage sampling and quota sampling for choosing the samples. It would be recommended that the author can also include the content or justification with regard to fixation of n = 2761 (spectators) and n = 1000 (online sample).	
<b>Optional/General</b> comments	I appreciate the author for submitting a technically sound manuscript. Author has presented both the subject content and methodology content very well.  I would suggest that the author can also concentrate on one of the research gap (lack of awareness or tools for increasing awareness) mentioned in the study in future manuscripts to significantly contribute to the stakeholders.	

### 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?	(If yes, Kindly please write down the ethical issues here in details)	

### Reviewer Details:

Name:	Sreeya B
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