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| **Review Form** | | | |
| **Manuscript No:** | | **Reviewer No:** | **Date:** |
| **Manuscript Title:** |  | | |

Thank you for serving as a reviewer for the Marketing ZFP – Journal of Research and Management.

Please provide comments to the editor (which will not be forwarded to the authors) and detailed comments/recommendations to the author(s). Due to editorial philosophy and the current position of the journal (VHB-JOURQUAL C, close to B) please provide critical but constructive suggestions on how the weaknesses of a manuscript can be minimised. The comments should not contain any recommendations for acceptance/rejection of a manuscript and should be no longer than two pages.

Due to our choice of knowledgeable reviewers and our aim of timely/effective peer review process please prepare the review within four weeks and send it per e-mail at **editor@marketing-zfp.de**. For the review please use the language according to those of the manuscript (German or British English).

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| **Evaluation to the editor** (Please mark the respective boxes) | | | | | |
| Criteria | Evaluation | | | | |
|  | acceptable | | | currently not acceptable | |
|  | very  good | good | small  weaknesses | great  weaknesses1) | absolutely insufficient |
| 1. The relevance of the research problem for the discipline. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 2. Introduction (research aims and contribution, relevant literature, etc.) | ☐ | ☐ | ☐ | ☐ | ☐ |
| 3. Conceptual quality (framework, thoeory, hypotheses, etc.) | ☐ | ☐ | ☐ | ☐ | ☐ |
| 4. Methodological quality (design, sample, measurement, method, etc.) | ☐ | ☐ | ☐ | ☐ | ☐ |
| 5. Results (novelty, interpretation, discussion flow, etc.) | ☐ | ☐ | ☐ | ☐ | ☐ |
| 6. Discussion (quality and novelty of conclusions and suggestions, etc.) | ☐ | ☐ | ☐ | ☐ | ☐ |
| 7. Readability | ☐ | ☐ | ☐ | ☐ | ☐ |

1) The manuscript does not meet the standards of the journal but can potentially be revised in order to meet the standards.

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| **Overall evaluation** (Please mark the respective box) | | | | |
| ☐1 | ☐2 | ☐3 | ☐4 | ☐5 |
| acceptable for  publication  without changes | acceptable for  publications after  minor revisions | acceptable for  publication after  major revisions | not acceptable for publication, but author(s) should be en- couraged to resubmit | reject |

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| **Comments to the editor** |
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| **Detailed comments/recommendations to the author(s)**  (Please use numbers for each comment due to an easier response on issues done.) |
| **Strengths of the manuscript.** |
| **Major concerns and improvement suggestions.**  1.  2. |
| **Minor concern and improvement suggestions.**  1.  2. |