SDI Review Form 1.6

Journal Name:	**Journal of Scientific Research and Reports**
Manuscript Number:	**Ms_IRJPAC _54976**
Title of the Manuscript:	**ELECTROENCEPHALOGRAPHY FOR ENHANCED UNDERSTANDING OF CONSUMER PREFERENCE**
Type of the Article	**Minireview paper**

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:

(http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline)

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)*
Compulsory REVISION comments		
Minor REVISION comments	Author/s is/are advised that in the part of the paper named: Future perspectives bring his/their views and opinions on the ethical implications and ethical dilemmas on the application of neuromarketing methods in practice.	EEG is not concerned with ethical issues as it is a neurophysiological technique that measures brain waves without any harm to humans
Optional/General comments		

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)*	