



SDI Review Form 1.6

Journal Name:	Asian Research Journal of Arts & Social Sciences
Manuscript Number:	Ms_ARJASS_54576
Title of the Manuscript:	THE ATMOSPHERE OF INFINITY MIRRORED ROOM (A WORK OF YAYOI KUSAMA) AS THE BRANDING OF MUSEUM MACAN IN JAKARTA
Type of the Article	Case study

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	<p>The researcher attempts to implement Barry and Evans' theory of the atmosphere of Infinity Mirrored Room as the City branding strategy of <i>Museum Macan</i>.based on Anholt theory.</p> <p>There is no background, even short, on YAYOI KUSAMA and her work YAYOI KUSAMA. YAYOI KUSAMA is a female and not a male artist (change the pronouns She, her ..etc into He. His, ...etc) The Suggestions part needs rewriting and mention the cause before the suggestion or the effect not vice versa.</p>	
Minor REVISION comments	<p>The author should correct and edit some sentences language structure before submitting the final article to the journal.</p> <p>In-citations are not used to show from which reference the researcher quoted.</p>	
Optional/General comments	<p>The researcher can correct the highlighted sentences, words or phrases or may accept the red colored writings according to the context provided by him or her.</p>	

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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

Name:	Gehan Mohamed Anwar Deeb
Department, University & Country	October 6 University, Egypt