



SDI Review Form 1.6

Journal Name:	Journal of Scientific Research and Reports
Manuscript Number:	Ms_JSRR_54976
Title of the Manuscript:	ELECTROENCEPHALOGRAPHY FOR ENHANCED UNDERSTANDING OF CONSUMER PREFERENCE
Type of the Article	Minireview paper

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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:

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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.	
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)	

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