



**SDI Review Form 1.6**

Journal Name:	<a href="#">Journal of Scientific Research and Reports</a>
Manuscript Number:	Ms_JSRR_54976
Title of the Manuscript:	ELECTROENCEPHALOGRAPHY FOR ENHANCED UNDERSTANDING OF CONSUMER PREFERENCE
Type of the 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:

(<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)
<b>Compulsory</b> REVISION comments	<p>It is an interesting review paper on EEG for its application to consumer preference. Although it is a critical area of research, the authors have referenced a minimal number of articles (to each of their sub-headings), and each referenced paper is devoted to a concise paragraph in the main text. I advise the following:</p> <ul style="list-style-type: none"> <li>• In PubMed, search using the keywords (e.g., "EEG" AND "CONSUMER" AND "PREFERENCE") for the different sub-headings used in the manuscript, and get all the essential articles, read them and write an extensive work.</li> <li>• Rather than writing a short paragraph, come up with a lengthy section with several references. I am sure there is plenty of literature out there.</li> <li>• Follow the format for the journal.</li> </ul>	
<b>Minor</b> REVISION comments		
<b>Optional/General</b> comments		



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**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

**Reviewer Details:**

Name:	<b>Sreenivasan Rajamoni Nadar</b>
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