

# ESJ Manuscript Evaluation Form 2018

This form is designed to summarize the manuscript review that you have completed and to ensure that you have considered all appropriate criteria in your review report. Your review should provide a clear statement, to the authors and editors, of the modifications necessary before the paper can be published or the specific reasons for rejection.

Please respond within the appointed time so that we can give the authors timely responses and feedback.

NOTE: ESJ promotes review procedure based on scientific validity and technical quality of the paper. Do not estimate the novelty or the potential impact of the paper. You are also not required to do proofreading of the paper. It could be recommend as part of the revision.

***ESJ editorial office would like to express its special gratitude for your time and efforts. Our editorial team is a substantial reason that stands ESJ out from the crowd!***

Date Manuscript Received:	Date Manuscript Review Submitted:
Manuscript Title:	
<b>Etude exploratoire de la perception de l'image de marque automobile dans la ville d'Agadir</b>	
ESJ Manuscript Number: <b>0814/18</b>	

## Evaluation Criteria:

Please give each evaluation item a numeric rating on a 5-point scale, along with an explanation for each point rating.

<i>Questions</i>	<i>Rating Result</i> [Poor] 1-5 [Excellent]
<b>1. The title is clear and it is adequate to the content of the article.</b>	<b>4</b>
<i>(a brief explanation is recommendable)</i>	
<b>Le titre à reformuler :</b>	
<b><u>Proposition:</u></b>	
La perception de l'image de marque automobile: Etude qualitative exploratoire auprès des consommateurs de la ville d'Agadir	
<b>2. The abstract clearly presents objects, methods and results.</b>	<b>4</b>
<i>(An explanation is recommendable)</i>	
<b>Bien</b>	
<b>3. There are grammatical errors and spelling mistakes in this article.</b>	<b>4</b>
<i>(a brief explanation is recommendable)</i>	
<b>Présence de quelques fautes grammaticales.</b>	
<b>4. The study methods are explained clearly.</b>	<b>4</b>
<i>(An explanation is recommendable)</i>	
<b>Bien</b>	

<b>5. The body of the paper is clear and does not contain errors.</b>	<b>4</b>
<i>(An explanation is recommendable)</i> <b>Les figures 3 et 4 à reproduire</b>	
<b>6. The conclusions or summary are accurate and supported by the content.</b>	<b>4</b>
<i>(An explanation is recommendable)</i> <b>Bien</b>	
<b>7. The references are comprehensive and according to the APA citation style.</b>	<b>3</b>
<i>(All the sources in the list of references are cited in the content and vice versa)</i> <i>(a brief explanation is recommendable)</i> <b>Les auteurs sont invités à adapter la bibliographie au style préconisé par l'ESJ.</b> Anderson, J. R. (1983). « A Spreading Activation Theory of Memory». <i>Journal of Verbal Learning and Verbal Behavior</i> → <b>Anderson, J. R. (1983). A spreading activation theory of memory. <i>Journal of verbal learning and verbal behavior</i>, 22(3), 261-295.</b>	

**Overall Recommendation** (mark an X with your recommendation) :

Accepted, no revision needed	
<b>Accepted, minor revisions needed</b>	<b>X</b>
Return for major revision and resubmission	
Reject	

**Comments and Suggestions to the Author(s):**

- ✓ Le papier traite d'un sujet intéressant et d'actualité « perception de l'image de marque automobile ».

**Suggestions:**

- ✓ Les auteurs sont invités à revoir l'introduction (mettre l'action sur la problématique centrale, les objectifs, la structure de l'article ...).

**Comments and Suggestions to the Editors Only:**

Merci.

**European Scientific Journal**  
European Scientific Institute

