



Paper: “Integrated Marketing Communication Mix Elements and Adoption of a Sports Culture: The Case of Academic Staff Members of Chartered Public Universities in Nairobi City County, Kenya”

Submitted: 17 April 2025

Accepted: 09 June 2025

Published: 30 June 2025

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Doi: 10.19044/esj.2025.v21n16p95

Peer review:

Reviewer 1: Ezzeldin R. Aly
Florida A&M University, USA

Reviewer 2: Luan Bekteshi
“Barleti” University, Albania

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Manuscript Title: Integrated Marketing Communication Mix Elements and Adoption of a Sports Culture: The Case of Academic Staff of Chartered Public Universities in Nairobi City County, Kenya	
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<i>Questions</i>	<i>Rating Result</i> [Poor] 1-5 [Excellent]
1. The title is clear and it is adequate to the content of the article. <i>(Please insert your comments)</i>	5
2. The abstract presents objects, methods, and results. <i>(Please insert your comments)</i>	5
3. There are a few grammatical errors and spelling mistakes in this article. <i>(Please insert your comments)</i>	5
4. The study methods are explained clearly. <i>(Please insert your comments)</i>	5
5. The results are clear and do not contain errors.	4

<i>Need to be more details. And reflect the research outcome.</i>	
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<i>(Please insert your comments)</i>	
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Overall Recommendation (mark an X with your recommendation) :

Accepted, no revision needed	Yes
Accepted, minor revision needed	
Return for major revision and resubmission	
Reject	

Comments and Suggestions to the Author(s):

Great research paper excellent group work.

Comments and Suggestions to the Editors Only: Thanks

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Reviewer Name: Luan Bekteshi	
University/Country: Barleti University/Albania	
Date Manuscript Received: 29/04/2025	Date Review Report Submitted: 02/05/2025
Manuscript Title: Integrated Marketing Communication Mix Elements and Adoption of a Sports Culture: The Case of Academic Staff of Chartered Public Universities in Nairobi City County, Kenya	
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Questions	Rating Result [Poor] 1-5 [Excellent]
1. The title is clear and it is adequate to the content of the article. (Please insert your comments) The title of the paper is clear and consistent with its content.	5
2. The abstract presents objects, methods, and results. (Please insert your comments) The paper's abstract presents the object, methods, and results.	5
3. There are a few grammatical errors and spelling mistakes in this article. (Please insert your comments)	4

There are a few grammatical errors and spelling mistakes in this article	
4. The study methods are explained clearly.	5
<i>(Please insert your comments)</i>	
The study method is explained clearly.	
5. The results are clear and do not contain errors.	5
<i>(Please insert your comments)</i>	
The results are clear and do not contain errors.	
6. The conclusions or summary are accurate and supported by the content.	5
<i>(Please insert your comments)</i>	
The conclusions or summary are accurate and supported by the content.	
7. The references are comprehensive and appropriate.	5
<i>(Please insert your comments)</i>	
The references are comprehensive and appropriate.	

Overall Recommendation (mark an X with your recommendation) :

Accepted, no revision needed	
Accepted, minor revision needed	X
Return for major revision and resubmission	
Reject	

Comments and Suggestions to the Author(s):

The paper's abstract presents the object, methods, and results.

At the same time, the authors should address some grammatical errors, which in no way detract from its quality.

The paper provides an additional contribution regarding Integrated Marketing Communication Mix Elements and the adoption of a sport culture.

This paper has an appropriate structure. The paper is acceptable for publication in the European Scientific Journal.

Comments and Suggestions to the Editors Only: