

BPI Review Form 070520

Book Name:	Contemporary Research in Business, Management and Economics
Manuscript Number:	Ms_BPR_1484
Title of the Manuscript:	The Opportunities of Made in Italy Food in Chinese Market
Type of the Article	Book chapter

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PART 1: Review Comments

	Reviewer's comment	Author's comment <i>(If agreed with the reviewer, correct the manuscript and highlight that part in the manuscript. Authors must write his/her feedback here)</i>
<p>Is the manuscript important for the scientific community? Please write a few sentences explaining your answer</p>	<p>This article appears to hold significant importance for the scientific community, particularly in fields related to agricultural trade, international business, and food safety.</p> <ul style="list-style-type: none"> o Market Analysis: provides analysis how China's eating habits are changing and how demand for different food products is rising. This information is essential for policymakers to comprehend global trends in the food industry and to make strategic decisions. o Food Safety and Quality: It highlights the significance of food safety as well as the steps Italian producers take to uphold strict guidelines. o Consumer Behavior: demonstrate how the perceived value and cultural relevance of Italian food products affect Chinese consumers' preferences and actions. This information is useful for understanding customer behaviour and marketing strategies 	
<p>Is the title of the article suitable? Do you have any alternative Title in your mind?</p>	<p>Yes, it accurately captures the main goal of the research, which is to examine the opportunities and difficulties faced by Italian food in the Chinese market.</p>	
<p>Is the abstract of the article comprehensive? If your answer is No, please provide suggestions</p>	<p>The abstract of the article provides a good overview of the study's main points, but it might be made clearer and more thorough by include more particular information regarding the research's methodology and the scope of the study.</p>	
<p>Do you think the English quality of the article is suitable for scholarly communications? If your answer is No, please provide suggestions</p>	<p>While it appears to be generally appropriate for academic writing, there are a few places where it may be strengthened to increase professionalism, readability, and clarity.</p> <ul style="list-style-type: none"> o There are a few minor grammar mistakes and strange wording. For example, "the adoption of a new lifestyle which affects also their diet" could be better phrased as "the adoption of a new lifestyle that also affects their diet." o Some sentences are a bit complicated and could be simplified for better understanding. For instance, "Their success is likely to foment Italian sounding phenomena - unfair competition set out to evoke an Italian image, in the absence of proper requirements" can be clearer. o some phrases can be polished to enhance the scholarly tone. For example, "This trend has caused a sudden boom in food imports" could be more formally stated as "This trend has led to a significant increase in food imports." 	
<p>Please provide your comments regarding the appropriateness of different sections of the manuscript.</p>	<p>While the essential themes are covered, the abstract might need some clarification and organisation. can enhance organisation and clarity by specifically addressing the introduction, goals, procedures, findings, and conclusion.</p> <p>The introduction should be interesting, concise, and set the tone for the study questions. Thus, it should also provide background information on how Chinese eating habits are evolving and the potential market for Italian goods.</p> <p>In the literature review part, pertinent prior research should be reviewed, gaps in the literature should be noted, and the necessity of the current study should be supported. It would be advantageous, for instance, to highlight earlier work on "Italian Sounding" items.</p> <p>A thorough methodology should be describe; the selection of approaches for market study as well as any frameworks or instruments that were employed. Describe the procedures used to gather and evaluate the data would be better.</p>	



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	The conclusion should provide a summary of the main findings, a discussion of their implications, and recommendations for more research.	
Do you think that the references in the manuscript are proper, recent and sufficient? If you have any suggestions, please write here.	References are generally proper and sufficient, however, it might be beneficial to include more recent studies from the last five years data to strengthen the current relevance of the work.	

PART 2:

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

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