

# **PEER REVIEW POLICY**

Peer Review is a collaborative process that allows manuscripts submitted to a journal to be evaluated and commented upon by independent experts within the same field of research. The evaluation and critique generated from peer review process provide authors with feedback to improve their work and critically allows the editors to assess the manuscript's suitability for publication in the journal. Peer review helps to ensure that the published research is accurate, trustworthy and meets the highest standards of research within a given field. The practice of peer review is to ensure that good research articles are published. It is an objective process for good scholarly publishing and is carried out for Mass Communicator also. Our reviewers play a vital role in maintaining the highest standards of quality control and all manuscripts are peer reviewed following the procedure below:

## **Initial manuscript evaluation**

The Executive and Managing Editors first evaluate all manuscripts. The exceptional manuscripts are accepted at this stage itself. Those rejected at this stage have either serious flaws or are outside the aims and scope of the journal. Those meeting the minimum criteria are passed on to an expert for review.

Authors of manuscripts rejected at this stage are normally informed within 2 weeks of receipt.

Ethical issues are taken care of by the editorial team before sending the manuscript to the panel of reviewers

## **Type of Peer Review**

The journal employs blind reviewing where both the reviewer and the author remain anonymous throughout the process.

## **Selection of Reviewers**

The reviewers have been selected to achieve the objective of improving the manuscripts by providing a deeper insight into the research topics and content. The reviewers give inputs that help to make the author aware about the shortcomings in the research and provide clarifications about the subject.

## **Peer Review Process and Reviewer reports**

The reviewers are given full autonomy to appraise and provide significant criticism with the intention that the researcher can revise and incorporate the suggested changes to enhance their research contribution.

The reviewers evaluate whether the manuscript:

- Is original
- Is methodologically sound
- Follows appropriate ethical guidelines
- Has results which are clearly presented and support the conclusions
- Provides references correctly to previous relevant work

Reviewers are not expected to correct or copyedit the manuscripts. Language correction is not a part of the peer review process.

**How long does the review process take?**

The manuscript is to be reviewed within 30 days. All our reviewers also sign a conflict of interest statement. Revised manuscripts received from the authors are usually returned to the initial reviewers. Reviewers, if required, may ask for more than one revision of a manuscript.

**Executive Editor's Decision is final**

The Executive Editor is responsible for the final decision to accept or reject the article.

Every article submitted to the journal is subjected to strict plagiarism check.