

CERTIFICATION FOR THE PEER REVIEW PROCESS &  
EVALUATION OF THE PEER REVIEW PROCESS

Name: Marzia Freo  
Institution: University of Bologna  
City: Bologna  
Country: Italy  
Phone: +390512098395  
Academic Email: marzia.freo@unibo.it

I certify that I received substantial, important, line by line peer review with several and substantial comments, important remarks and hints from 3 Reviewers and the Assistant Editor of the WSEAS Journal: **WSEAS Transaction on Business and Economics**

for my paper: **Advertising Effectiveness during the Great Recession: the Case Study of Three FMCG Italian Food Categories**

I would like to thank all the reviewers for their thoughtful comments and efforts towards improving our manuscript. We revised the manuscript with special attention to the comments that we received from 3 reviewers that they were experts, specialist in the area of my paper.

Please, write additional comments below (take ideas from:  
<http://wseas.org/main/author-testimonials.html> )

Signature: Marzia Freo

Date: 28/04/2020