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I declare, I confirm, I certify and I sign that I received substantial, important, line by line peer review with several and substantial comments, important remarks and hints from, at least, 3 Reviewers and the Assistant Editor for my paper: **Exploring Augmented Reality Marketing in the Food and Beverage Industry using the TCCM Framework** with Authors: Effrosyni Bitakou, Maria Ntaliani, Sotirios Karetsos, Konstantinos Demestichas, and Constantina Costopoulou.

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 **three (3)** reviewers that were experts, specialists in the area of my paper. I declare, confirm, certify and sign that WSEAS has checked my paper for possible plagiarism by Turnitin and my paper was found without plagiarism or self-plagiarism by Turnitin. I also declare, confirm, certify and sign that also that no Associate-Editor, no Editor-in-Chief, no member of the WSEAS Secretariat forced me in this Journal to add references (citations) to any previous publications of the journal.

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We would like to thank the reviewers for their valuable and constructive feedback provided. We have addressed all comments provided by the three reviewers. The comments helped us to improve the quality and clarity of our manuscript.

Signature: Emmanouil

Date: 12-6-2026