

| | | Clarity, quality and rigour | | | | | |
|--------------------------------------|-------|---|--|--|--|---|--|
| Originality of thoughts and concepts | score | | 1 | 2 | 3 | 4 | 5 |
| | | Descriptions | Clear and rigorous with little to no mistakes. | Small lapses in grammar, spelling or data representation. Otherwise everything is sound. | Paper is able to convey ideas and concepts despite consistent spelling or grammatical errors. Analysis and data are all sound. | Paper is able to convey ideas and concepts despite consistent spelling or grammatical errors. Analysis and data is sound. Work on information base or literature review needed. | Questionable research methodology and data analysis. Unsound information base. Poorly written, illogical and unstructured. |
| | 1 | Potentially contribute to major developments and breakthroughs in research. | Accept | Accept with minor edits | Accept with minor edits | Accept with major edits | Reject |
| | 2 | Concepts and thoughts are very innovative. | Accept with minor edits | Accept with minor edits | Accept with minor edits | Accept with major edits | Reject |
| | 3 | Concepts and thoughts are somewhat innovative. Approaches issues from a new perspective. | Accept with minor edits | Accept with minor edits | Accept with minor edits | Accept with major edits | Reject |
| | 4 | Concepts and thoughts not original or innovative but the outcomes and conclusions differ from expected conventions. | Accept with major edits | Accept with major edits | Accept with major edits | Reject | Reject |
| | 5 | Not innovative or original or blatant advertising of product or company. | Reject | Reject | Reject | Reject | Reject |