The manuscript investigates the effects of attire on the professionalism and teaching quality. The authors begin their paper with a review of previous studies that has investigated the effect of attire in both business and academic settings. The authors also include studies that investigated the effect of gender on attire related biases. To measure this the authors collected responses from 238 freshman students from an Israeli university. The authors found that overall formal attired lecturers receiving higher levels of professionalism and teaching quality scores while the gender effect was observed, with informally attired male lecturers receiving higher scores than their female counter parts. There was also a tendency of students of the same sex rating their respective lecturer high higher scores.

The study does a good job in reviewing the previous literature and has an adequate discussion of the results however overall, it has some major flaws. Overall, the study fails to demonstrate its novelty, especially when it is compared to the literature that is presented in the study. The purpose and the generalizability of the results can be improved as the cohort selected is from one country. The results might vary from culture to culture, so I recommend recruiting participants from other cultures. The data analysis portion lacks depth in this version, more details can be given to improve the quality of that section. The lack of a limitation section is also troubling as it shows the authors did not conduct adequate self-reflection after they conducted their study and presented their results without reservation. Overall, significant improvements need to be made to establish the study’s novelty and improve its quality; and these changes cannot be done through a revision of the manuscript itself, however major it might be.

Comments

1. The manuscript lacked enumerated lines. This was required per the submission guidelines. Hence the rest of this review will refer to the page number and the paragraph number.
2. No limitations or future directions section is present in this study. Needs to be rectified with utmost urgency.

Introduction

1. 2nd paragraph 1st line: The use of plural perceptions is not appropriate in this context. This needs to be changed throughout the manuscript.
2. 3rd paragraph 1st line: The phrase “serves the investigation of researchers” is awkward. This needs to be revised.
3. The study mentioned in [5] is often cited by the authors yet they do not establish why their study is different than this study. It seems that there is no need to conduct a clothing attire related portion as the many studies cited by the authors have established the effects.
4. 4th paragraph: This paragraph should be spilt in two. The paragraph starts by talking about attitudes of students with respect to lecturers, the same topic from the previous paragraph. This harms the cohesion and flow. Also, there is a sudden mention of gender mid paragraph, without any mention beforehand. This portion needs to be placed in the 5th paragraph.
5. 5th paragraph line 1: World of “business” would be more context suitable; work is a vague term. Also, harsher “judgement” instead of judgementalism.

Methods

1. More information is needed for the data analysis portion, the current version lacks any. How the data was processed and how it was analyzed?
2. The cohort is of one nationality, although this is partially discussed in the discussion, this should be listed as a limitation

Discussion

1. 4th paragraph 1st line: The phrasing of this sentence is problematic, needs to be revised.
2. 4th paragraph: The main explanation given for the results here is puzzling. The study focuses on the student’s perceptions and the effect of professional attire while in the following two paragraphs a discussion in terms of the lecturer occurs. Unless there is a study that looks at the individual vs student comparison of the effects of personal attire, this paragraph does not contribute to the discussion of the results.