



SDI Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_32648
Title of the Manuscript:	Customers and Employees Assessment of Corporate Branding Benefits
Type of the Article	Original Research Article

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound.

To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)



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PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<u>Compulsory</u> REVISION comments	The researchers should indicate their measurement scale for the questionnaire and the source of the scale of the questionnaire used in the analysis. The analysis is too basic and they can also enhance it more with quantitative.	Suggestions incorporated. The questionnaire was adapted from the Integrated Model of Branding Effectiveness Assessment. It has been included in the manuscript. Please note that most of the relevant questions, eg. What factors influence your frequent purchase of products from the company; why did you switch to the company etc was descriptive and could not be scaled.
<u>Minor</u> REVISION comments	Limitation and direction for future research is lacking. The researchers should also indicate implication for the research i.e practical implication and academic implication.	Suggestions incorporated in the materials & methods and conclusion sections.
<u>Optional/General</u> comments		