



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.

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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	This study used a particular company to assess the key branding elements and their impacts as perceived by customers and employees. Therefore, this is a case study analysis. It is better to explain why the study selected pharmaceutical industry. Further, it requires to justify how the particular company becomes a major pharmaceutical company in Ghana.	Suggestion incorporated. There were no peculiar criteria used to adjudge the company as one of the major pharmaceutical industry in Ghana other than the fact that it is common and well known in the country. Thus we have deleted the word "major" in the manuscript.
<u>Minor</u> REVISION comments	Conclusion section has to be elaborated with some relevant literature.	The conclusion was elaborated but the relevant literature supporting the conclusions were provided at the results and discussion section.
<u>Optional/General</u> comments	Overall, this study made a good attempt to assess the key branding elements and their impacts as perceived by customers and employees. Survey design and results were clearly explained.	Thank you very much.