



SDI FINAL EVALUATION FORM 1.1

PART 1:

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 Article:	Original Research Article

PART 2:

FINAL EVALUATOR'S comments on revised paper (if any)	Authors' response to final evaluator's comments
Ok, I understand the authors' claim that the paper cannot be developed (econometrically) for financial and logistic reasons; however there are easily accessible economics and financial data on the pharm. Industry. In addition, since the paper is considered a case study it is better to. 1- Adapt the paper as a case study style (facts, data, problems, solutions). 2- again, in understand that the company must be kept unknown but at least data on the pharm. Sector in terms of number of companies , how many are traded, the traded ones by law have to have publicly available information, (general data on the sector, I think, does not hurt your case company), their turn over, share price, employees....	Thank you for the suggestions; they have been incorporated in the manuscript. Briefly, Ghana has 38 registered manufacturing pharmaceutical firms, of which 29 of the firms are local industrialists. However, only three of the local firms are currently listed on the Ghana Stock Exchange and neither of the three were the case company. Also, there are 2400 licensed pharmacies in the country. About 30% of the pharmaceuticals in the country's market are locally produced and 70% are imported, mainly from India and China.