



SDI Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_33095
Title of the Manuscript:	STRATEGIC USE OF EXIT INTERVIEWS: THE ART OF RETENTION
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 <i>(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)</i>
<u>Compulsory</u> REVISION comments	Analysis technique for interviews missing Analysis of wording for qualitative research is missing So, simple interpretation of interviews is not correct by just posting script of the interviews	Research 'Methodology' section has been re-written with necessary details on research method and analysis technique. Changes have been marked as yellow in the revised paper. This study has adopted the "Thematic Coding Technique" tool for the result analysis. This tool, Thematic Coding Technique, is a well established qualitative research tool. References have been furnished in the methodology section.
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments		