



SDI FINAL EVALUATION FORM 1.1

PART 1:

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 Article:	Original Research Article

PART 2:

FINAL EVALUATOR'S comments on revised paper (if any)	Authors' response to final evaluator's comments
Instead of simply saying "the results show fairly consistent results in line with literature review", discussion requires the author to specifically mention which aspects of his/her findings are similar or different from previous research. The previous research with which the author's findings agree or disagree should be cited. For example, author should say, "my finding on agrees with Owor (2015) and Opio (2016). It may continue to say ... "while my finding(s) is/are similar to those of Onek (2016) it/ they differ(s) in that ..." My other comment as to what is the source of the information in the case studies on British American Tobacco Bangladesh (BATB), Bkash Limited (BKL), Panjeree Publication Limited (PPL) was not answered. Authors should learn to cite the source of all information they use.	Thank you so much for the revised review comments. <u>Comment:</u> Instead of simply saying "the results show fairly consistent results in line with literature review", discussion requires the author to specifically mention which aspects of his/her findings are similar or different from previous research. The previous research with which the author's findings agree or disagree should be cited. For example, author should say, "my finding on agrees with Owor (2015) and Opio (2016). It may continue to say ... "while my finding(s) is/are similar to those of Onek (2016) it/ they differ(s) in that ..." Response: Comment duly noted. A summary table on study findings has been furnished in the result discussion section up front for bird's eye view. The following result discussion has been completely re-written as per the review comment. <u>Comment:</u> My other comment as to what is the source of the information in the case studies on British American Tobacco Bangladesh (BATB), Bkash Limited (BKL), Panjeree Publication Limited (PPL) was not answered. <u>Authors should learn</u> to cite the source of all information they use. Response: We have given 70+ references (in text + end of the text) properly. Somehow one of the co-authors (who was responsible for that literature section) missed that, an unintentional mistake. Anyway, the missing references are duly given. Since we collected the data from the official company websites so the reference rule is different. The following link is about that rule. http://www.apastyle.org/learn/faqs/cite-website.aspx?_ga=1.92200217.2030837402.1492370677 Just to be on the safe side, we have included the reference in both places (in text + end of the text reference list)