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:

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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)*
Compulsory REVISION comments		
Minor REVISION comments		
Optional/General comments	This study evaluated whether the massive investment in creating corporatebrands by a pharmaceutical industry in Ghana reflect in the company's performance. This was determined by assessing key branding elements and their impacts as perceived by customers and employees. The idea is interesting in Asian Journal of Economics, Business and Accounting. The objective of the paper is clear and motivated. The related work is extensive. The proposed method is sufficiently described.	

Reviewer Details:

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