



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)
<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.	
<u>Minor</u> REVISION comments	Conclusion section has to be elaborated with some relevant literature.	
<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.	

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