



SDI Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_39068
Title of the Manuscript:	THE EFFECTS OF GUERRILLA MARKETING ON GENERATION Y CONSUMER'S PURCHASE INTENTION
Type of the 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	1. Need to do professional proofreading and editing of this paper. 2. Do mention the limitations and future recommendations. 3. Justification for the methodology is required. 4. Study's contributions should be clearly mentioned.	
<u>Minor</u> REVISION comments	Nil	
<u>Optional/General</u> comments	The above revisions should be considered seriously before publication.	

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