



**SDI Review Form 1.6**

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
Manuscript Number:	Ms_AJEBA_43210
Title of the Manuscript:	Influence of Service Brand Communication on Behavioral Intention Special Reference to the Private Professional Educational Institutes in Batticaloa District
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:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)

**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)
<b><u>Compulsory</u></b> REVISION comments	Very weak and irrelevant literature review. Very obvious findings. Grammatical issues Lack of connectivity of ideas. No real contribution	Comments have been addressed in the relevant areas.
<b><u>Minor</u></b> REVISION comments	APA formatting issues	Issue has been addressed.
<b><u>Optional/General</u></b> comments		

As per the guideline of editorial office we have followed VANCOUVER reference style for our paper.

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