



SDI Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
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)
Compulsory REVISION comments	<p>1. The paper must be edited from point of view of some technical issues.</p> <p>2. The literature review must be enriched. It is nice that the paper of D.E.Schults (1993) is mentioned. But there is a connected relevant paper that analyzes the problems of communication integration (see http://facta.junis.ni.ac.rs/eao/eao2000/eao2000-11.pdf)</p>	Comments has been addressed through the updating of literature. (Hristo Ivanov Katrandjiev,2000)
Minor REVISION comments		
Optional/General comments		