



**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	Recent Literature Review is not carried out. The paper holds back to literature review till Year 2001. It may be possible that after 2001, many studies are conducted for the said topic.	Agreed with reviewer. (literature gap)
<b><u>Minor</u></b> REVISION comments	More detailed research model can be made. It can include the variables under study with construct.	
<b><u>Optional/General</u></b> comments	Do check the correlation at 5% also. (Correlation has been tested for 10% significance level and model is tested for 5% significance level.) --- Any rational for it?	The error has been addressed.