



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	The Author is advised to follow APA style both for inside citation and bibliographic citation, in letter and spirit. Most of the inside citations and bibliographic citations are not in accordance to with the APA guidelines. All references are very old except only 3. Very poor theoretical underpinning leading to unscientific conceptualization. As theoretical underpinning is very poor, the author could not build proper hypotheses. Just finding the effect of one IV on DV is a very poor research approach. How the random sample after stratification is not explained by the author Why a sample size of 200 was selected is not properly defended. No reference for the scale used is provided (The scale was developed, Adopted or Adapted?) The data analysis tools used are not scientifically defended as to why these were considered sufficient. Paired correlation values are not found to look for any multicollinearity issue.	
Minor REVISION comments		
Optional/General comments		

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

Kindly see the following link:

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Reviewer Details:

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