



SDI FINAL EVALUATION FORM 1.1

PART 1:

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 Article:	Original research article

PART 2:

FINAL EVALUATOR'S comments on revised paper (if any)	Authors' response to final evaluator's comments
<p>Requires following changes</p> <ol style="list-style-type: none"> 1. et al. is required to be written like <i>et al.</i>, 2. Add latest references in the literature review 3. conceptualization is still unscientific 4. Proper hypotheses are still missing 5. No reference for the scale used is provided (The scale was developed, Adopted or Adapted?) 6. All arguments are very poor 	

Reviewer Details:

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