



SDI Review Form 1.6

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| 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) |
|--|---|---|
| <u>Compulsory</u> REVISION comments | Very weak and irrelevant literature review. Very obvious findings. Grammatical issues Lack of connectivity of ideas. No real contribution | |
| <u>Minor</u> REVISION comments | APA formatting issues | |
| <u>Optional/General</u> comments | | |

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

Kindly see the following link:

<http://sciencedomain.org/archives/20>

Reviewer Details:

| | |
|----------------------------------|-------------------|
| Name: | Mazhar Ali |
| Department, University & Country | Pakistan |