

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_111332
Title of the Manuscript:	Exploring the Impact of Influencer Marketing on Brand Equity: A Mediation Analysis Involving Brand Awareness and Customer Brand Engagement
Type of the Article	Original Research Article

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)
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Compulsory REVISION comments 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. <u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u>	Seems to be ok. ok Ok Ok Ok	
REVISION comments: Major Revision 1. Is language/English quality of the article suitable for scholarly communications?	Ok	
Optional/General comments	Recommendation: Major Revisions 1) I suggest that the manuscript be fully revised for consistency. For examples: - No point before a reference parenthesis . - A space is needed between the name of the author and the year of publication - No initials in the references - Some references are incomplete - English editing for the entire manuscript. Sometimes commas are missing, sometimes hyphens. 2) I suggest synthesizing the introduction's sections. 3) Fit indices for the path analysis model should be added as well. Moreover, if path analyses are conducted, that implies that mediation hypothesis should be formulated. So, I suggest adding those hypotheses. Moreover, a theoretical reasoning should be presented in the previous sections accordingly. 4) The lack of discussions and elaborations on the findings made the contribution of this paper vague. It could be an interesting topic to discuss and to elaborate on your findings 5) I didn't see thoughtful considerations for future research as the readers expected. Contrary, the authors use findings and discussions from other people's work. I didn't mean that these findings shouldn't in alignment with previous studies, as a reader, I expect to see how this article confirm/conflict with previous findings (e.g., what did other researchers say in their article? 6) The related work can be shortly described (maybe the authors can only involve those closely relevant articles/models). The reasoning for making such decisions can be introduced. 7) Following articles can be referenced for better understanding. Joshi, G., Singh, S., (2021), "Impact of ethical parameters on consumer buying behavior with respect to Energy Efficient Appliances" Published in International Journal of Sustainable Design, (Inderscience Publisher) . Shanti, J., & Joshi, G., (2021), "Examining the impact of environmentally sustainable practices on hotel brand equity: A case of Bangalore hotels" published in Environment, Development and Sustainability, Springer Publisher	

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PART 2:

	Reviewer's comment	Author's comment <i>(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)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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