

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)
<b>Compulsory</b> 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.  (Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)	  Yes    Yes    Yes    Yes    It's ok	
<b>Minor</b> REVISION comments  1. Is language/English quality of the article suitable for scholarly communications?	  Yes	
<b>Optional/General</b> comments	Please check the spelling and small grammar corrections there	

PART 2:

	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)
Are there ethical issues in this manuscript?	(If yes, Kindly please write down the ethical issues here in details)	

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