

## Review Form 1.6

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
Manuscript Number:	Ms_AJEBA_85728
Title of the Manuscript:	THE IMPACT OF ADVERTISING ON THE PERFORMANCE OF NIGERIA'S SMALL BUSINESS ENTERPRISES
Type of the Article	Original Research 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:

(<https://www.journalajebo.com/index.php/AJEBA/editorial-policy>)

### **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><u>Compulsory</u></b> REVISION comments		
<b><u>Minor</u></b> REVISION comments	<ul style="list-style-type: none"><li>- Grammar errors should be edited</li><li>- References and sources should be compared (Some of the citations are not mentioned in the sources)</li></ul>	<ul style="list-style-type: none"><li>• Grammar errors are all corrected as required by the reviewer.</li></ul> <p>All of the references and sources have been checked and are in the references section of the papers.</p> <p>-</p>
<b><u>Optional/General</u></b> comments		

### **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)	