

## Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_94327
Title of the Manuscript:	ASSESSMENT OF THE EFFECT OF ADVERTISING CHANNELS ON SALES PERFORMANCE OF SELECTED SMALL AND MEDIUM ENTERPRISES IN LIXLE COUNTY, BURAO SOMALILAND
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:

(<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>Compulsory</b> REVISION comments	<p><b>Title:</b> OK  <b>Abstract:</b> too long simple but must be explain about this result of research  <b>No Key Word</b>  <b>Background research:</b> not explain about government policy in media  <b>Specific Objectives:</b>            Add: 4. To examine the effect of radio, television, and newspaper advertisement on sales performance of selected SME's  <b>Conceptual Framework:</b>            Your research background does not talk about government media policies and price changes, but in your research framework you include them as intervening variables</p>	
<b>Minor</b> REVISION comments	Minor Revision	
<b>Optional/General</b> comments		

**Comment [L1]:** Can you add 1 objective mixed advertisement about: radio, television and newspaper no.4

### 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)	

### Reviewer Details:

Name:	Eddy Winarso
Department, University & Country	Jenderal Achmad Yani University, Indonesia