

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_103376
Title of the Manuscript:	The Role of Employer Branding and E-recruitment : Analysis of Intention to Apply for A Job in Z Generation
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)
<p>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>Even though research on the relationship between the variables are common, this article can still contribute to the related body of knowledge.</p> <p>It is suggested that the title be rephrased – see the suggestion in general comments.</p> <p>The abstract should exclude any numerical values</p> <p>Yes</p> <p>Acceptable</p> <p>Should add a few more recent references.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	Adequate	
<p>Optional/General comments</p>	<p>The quality of this article can be enhanced if the author can do the following amendment:</p> <ol style="list-style-type: none"> 1. The title should be simplified as "The relationship between employer branding and e-recruitment and job application intention" 2. Provide sample items for study variables. 3. Provide a detail explanation of the sampling method & how the sampling was executed. 4. A section on discussion can be embedded in the Section 5. Conclusion 	

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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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