

## Review Form 1.7

Journal Name:	Asian Journal of Education and Social Studies
Manuscript Number:	Ms_AJESS_102619
Title of the Manuscript:	Social Media as a Tool for Brand Promotion: A Content Analysis of Three Fashion Brands' Facebook Page
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.journalajess.com/index.php/AJESS/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  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>	Yes, empirical research papers deal with primary data and scientific tools have been used to analyse such data to arrive at the conclusion  Yes  Yes  Yes  Yes  Nothing Specific	
<b>Minor</b> REVISION comments  1. Is language/English quality of the article suitable for scholarly communications?	Yes	
<b>Optional/General</b> comments	Nothing to say more	

### 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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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