

**Editor's Comment:**

I had only two comments as follow:

1. The writing style of each author when ongoing the literature review. Such as "Ranmirez & et al." should revise to "Ramirez et al."? Please recheck the APA academic requirement.
2. The key word "creative marketing" is using to evaluate the educational institutions to verify the important factors with AHP method. But I can't find how to choose the criterias from past literatures. I suggest the author should list a table to introduce each criteria and sub-criterias from literatures support in order to construct the managerial evaluation model for analyzing.

I suggest the manuscript can accept after the minor revision completed.

**Editor's Details:**

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