

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_95408
Title of the Manuscript:	Corporate Social Responsibility and Customer Loyalty: The Mediating Role of Co-creation and Customer Trust
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.journalajebea.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)
Compulsory 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. (Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)	<p>CSR is an important topic that concerns many aspects of the society. The study addresses an essential aspect of CSR in terms of customer loyalty. This is the backbone of any company which aims to be successful and sustainable. This paper gives a good insight of the relationship that exists between them.</p> <p>Yes it is.</p> <p>Yes it is as it include all the purpose, methodology ,findings and contribution of the study</p> <p>Yes they are.</p> <p>The paper is based on some solid research foundations but which can still be improved.</p> <p>Many in text citations are missing in the References, To do the needful. There is a lack of recent references.</p>	
Minor REVISION comments 1. Is language/English quality of the article suitable for scholarly communications?	Acceptable.	
Optional/General comments	Interesting topic which may further be analysed.	

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)	

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