

## Review Form 1.7

Journal Name:	Asian Journal of Education and Social Studies
Manuscript Number:	Ms_AJESS_95667
Title of the Manuscript:	Modelling the Impacts of Brand Image on WOM for Virtual Idols
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. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)  2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)  3. <b>Is the abstract of the article comprehensive?</b>  4. <b>Are subsections and structure of the manuscript appropriate?</b>  5. <b>Do you think the manuscript is scientifically correct?</b>  6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b>  <b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b>	  1. <b>The manuscript is important for scientific community</b>  2. <b>The title of the article is suitable</b>  3. <b>The abstract of the article is comprehensive</b>  4. <b>Subsections and structure of the manuscript are appropriate</b>  5. <b>According to me, think the manuscript is scientifically correct</b>  6. <b>The references are sufficient and recently</b>	
<b>Minor</b> REVISION comments 1. <b>Is language/English quality of the article suitable for scholarly communications?</b>	The language/English quality of the article is suitable for scholarly communications	
<b>Optional/General</b> comments	This manuscript is quite interesting to read because it tries to model the Impact of Brand Image on WOM for Virtual Idol	

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

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