

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_112523
Title of the Manuscript:	Exploring the Impact of Employer Branding on Intention to Apply: The Mediating Role of Social Media
Type of the Article	Original Research Article

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PART 1: Review Comments

	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>
<p><u>Compulsory</u> 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><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>Yes</p> <p>Exploring the Impact of Employer Branding on Intention Towards Job Application: The Mediating Role of Social Media</p> <p>Yes</p> <p>No</p> <p>No (Correct only after performing the revisions)</p> <p>No (Recent References are Missing)</p> <p>Important Review Comments</p> <p>1. Title to be changed as 'Exploring the Impact of Employer Branding on Intention Towards Job Application: The Mediating Role of Social Media'.</p> <p>2. Introduction cannot abruptly start with an author citation. Therefore, the author has to give a briefing with his / her own observations in the research context through a short paragraph of 5-6 lines containing 3-4 sentences. This shall be followed by few author citations and introduction part shall be continued.</p> <p>3. The citations in the text body (Introduction to Discussion) and particularly 'Literature Review' section needs to be checked properly with regard to placing the authors. It author citations cannot contain initials, using 'and' between two authors, et al. with a comma (et al., year). The author is advised to check the journal formatting in accordance with its guidelines.</p> <p>4. The 'Need & Relevance' of the research study is missing. A part of introduction shall be taken and grouped under this caption. The uniqueness of any research is based only on the need and relevance which it deciphers through a passage of justification along with most important or pertinent literature citation.</p> <p>5. The objective of the research study is missing. Hence, authors are suggested to provide one or two objectives in accordance with the nature of the study. The objective should be simple statement for one or two lines expressing the intent of conducting the present research.</p> <p>6. The 'Methods' section to be changed as 'Method of Study' or 'Methodology'. The research methodology has two types of approach one is qualitative and another quantitative. The approach cannot be a design. Hence, the author has to mention the exact 'research design', which has been adopted to explain the data. The reliability and validity tests are normally used to check the overall distribution of sample data taken for the study. With these tests hypotheses cannot be tested and proved. The author has to go for other tests like Correlation, Regression and ANOVA to prove the hypotheses.</p> <p>7. The author has to give a justification on why the usage of Employer branding is measured only by</p>	

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	<p>the 8 statements developed by (Berthon, Ewing, & Hah, 2005), social media with 4 statements developed by (Collins & Stevens, 2002), and intention to apply with 4 statements developed by (Highhouse, Lievens, & Sinar, 2003). These can be considered as a part of questions and 'Employer Branding' to be taken till 2012 as per the age-group of Gen Z (born between 1997-2012).</p> <p>8. The variables like 'Employer Branding' doesn't cover attrition rate, retention strategies / HR policies, no of employees, etc., which are unavoidable causes for triggering Gen Z to place their job application.</p> <p>9. The caption 'Results & Discussion' has not served its purpose, the results are only interpreted by the author and not discussed. The author needs to understand the discussion is an explanation of result with literature support. Hence, it needs a thorough revision.</p> <p>10. Suggestions / Recommendation section is totally missing in the paper. Any research paper has to provide the specific recommendations with regard to policy implication, adoption, future research prospects, etc. Hence, the author is advised to provide few points under suggestions.</p> <p>11. The paragraph (3.2) before conclusion has not containing logical standing in the context of social media sites like LinkedIn, wherein lot of job posts are available. Moreover, the supporting references mentioned by the author is only up to 2018 what about the remaining 5 years (till 2023). The reason being, there are lot of transitions that have taken place with respect to studies available on the lines of research in accordance with pandemic and post-pandemic scenarios.</p> <p>12. Author must understand that 'Conclusion' section is the logical end of the text body part of a given book chapter. It cannot contain suggestions / implications, wherein it is the author's final observation based on the entire research study.</p> <p>13. 'References' section needs to be properly cross-checked in terms of author name(s), journal name(s), volume number, issue number and pages.</p> <p>14. The research paper (manuscript) may be accepted after thorough revision in accordance with aforesaid comments.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Acceptable</p>	
<p>Optional/General comments</p>	<p>The manuscript lacks in research structuring and justification of hypotheses. Also, contains lot of sentence formation, semantic and grammatical errors, which needs a thorough checking and proof reading.</p>	

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

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