

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_120736
Title of the Manuscript:	Employer Branding and its impact on Job Satisfaction :A conceptual Study
Type of the Article	Conceptual Research Paper

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PART 1: Review Comments

<u>Compulsory</u> REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<p>Please write few sentences regarding the importance this manuscript for scientific community. Why do you like (or dislike) this manuscript? Minimum 3-4 sentences may be required for this part.</p>	<p>Employer branding significantly influences job satisfaction by shaping employees' perceptions, experiences, and relationships with their organizations. A positive employer brand contributes to attracting and retaining talent, enhancing engagement and motivation, and ultimately fostering higher levels of job satisfaction among employees. Understanding these dynamics is crucial for organizations seeking to enhance their employer brand and improve overall employee satisfaction and retention.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>Yes the Title is Suitable.</p>	
<p>Is the abstract of the article comprehensive? Do you suggest addition (or deletion) of some points in this section? Please write your suggestions here.</p>	<p>The abstract is comprehensive in nature.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>Yes it is appropriate</p>	
<p>Please write few sentences regarding the scientific correctness of this manuscript. Why do think that this manuscript is scientifically robust and technically sound? Minimum 3-4 sentences may be required for this part.</p>	<p>By conducting a conceptual study on employer branding and its impact on job satisfaction is scientifically important as it contributes to theoretical advancement, provides empirical insights, informs practical applications, considers global perspectives, and ultimately enhances both employee and organizational outcomes. It forms a crucial area of research within the broader fields of organizational behavior, human resource management, and organizational psychology.</p>	
<p>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p>	<p>Sufficient references</p>	
<p><u>Minor</u> REVISION comments</p> <p>Is language/English quality of the article suitable for scholarly communications?</p>	<p>Yes the language is suitable for Scholarly communication</p>	
<p><u>Optional/General</u> comments</p>		

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PART 2:

	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>
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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