

**Review Form 3**

Journal Name:	<b>Asian Journal of Economics, Business and Accounting</b>
Manuscript Number:	<b>Ms_AJEBA_120736</b>
Title of the Manuscript:	<b>Employer Branding and its impact on Job Satisfaction :A conceptual Study</b>
Type of the Article	

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**PART 1: Review Comments**

<b>Compulsory</b> 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>
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.	A comprehensive analysis of the study, emphasizing the significance of employer branding in the context of job satisfaction. The study aims to assess existing research to understand the impact of employer branding on job satisfaction.	
Is the title of the article suitable? (If not please suggest an alternative title)	Suitable	
Is the abstract of the article comprehensive? Do you suggest addition (or deletion) of some points in this section? Please write your suggestions here.	A comprehensive analysis of the study, emphasizing the significance of employer branding in the context of job satisfaction. The study aims to assess existing research to understand the impact of employer branding on job satisfaction. Moreover: The summary could be more succinct, highlighting the main discoveries and potential impacts of the research.	
Are subsections and structure of the manuscript appropriate?	Appropriate	
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.	Addresses the development and significance of Employer Branding. Analyzes different facets of Job Satisfaction. Investigates the correlation between Employer Branding and Job Satisfaction. Presents a basic model illustrating the connection between Employer Branding and Job Satisfaction.	
Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.	Sufficient	
<b>Minor</b> REVISION comments  Is language/English quality of the article suitable for scholarly communications?	provide a more explicit summary of the study's key findings. Additionally, please expand upon the implications of these findings for future research and practical applications	
<b>Optional/General</b> comments	The paper offers a strong foundation on the topic of employer branding and its influence on job satisfaction. With enhancements in organization, precision, and the incorporation of concrete examples, the paper has the potential to be markedly improved. These modifications will assist in aligning the paper with the quality standards anticipated in a general journal publication.	

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**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <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>
<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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