

**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>
<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>This manuscript is significant for the scientific community as it delves into the increasingly critical area of employer branding, an essential strategy for attracting and retaining top talent. By examining the relationship between employer branding and job satisfaction, the study provides valuable insights for organizations striving to enhance their competitive advantage through a satisfied and motivated workforce. Understanding how employer branding influences job satisfaction can guide companies in developing effective strategies to meet the needs of both current and prospective employees, thereby fostering a more productive and engaged workforce. This manuscript contributes to the broader discourse on human resource management and organizational behavior, offering evidence-based recommendations for practitioners and scholars alike.</p> <p>I appreciate this manuscript because it addresses a pertinent issue in modern organizational dynamics and offers practical implications for improving employee satisfaction through strategic employer branding. The focus on evidence-based research strengthens the credibility and relevance of the findings, making it a valuable resource for both academia and industry professionals.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>The title of the article 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 of the article is comprehensive in its coverage of the main topic—employer branding—and its influence on job satisfaction. However, to make it more precise and impactful, here are some suggestions for additions and deletions:</p> <p><b>Suggestions for Additions:</b>  <b>Research Methods:</b> Briefly mention the research methods used to evaluate the influence of employer branding on job satisfaction.  <b>Key Findings:</b> Include a summary of the key findings of the study.  <b>Implications:</b> Highlight the practical implications of the findings for organizations and HR professionals.  <b>Scope of Study:</b> Specify the scope of the study, such as the industries or geographical areas covered.  <b>Suggestions for Deletions:</b>  <b>Repetition:</b> Remove redundant phrases to keep the abstract concise.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>They are not appropriate. The author should include the result and discussion sections of the conceptual study.</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>This manuscript appears scientifically robust and technically sound due to its comprehensive review of existing research and its methodical approach to examining the relationship between employer branding and job satisfaction. By utilizing a mixed-methods approach, it ensures a thorough analysis that combines quantitative and qualitative data, enhancing the reliability and validity of its findings. The study's adherence to rigorous research methodologies, including well-defined variables and appropriate sampling techniques, further supports its scientific correctness.</p>	

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<p>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p>-</p>	<p>The references provided in the manuscript offer a strong foundation, drawing from seminal works and recent studies relevant to employer branding and job satisfaction. However, a few suggestions can enhance the comprehensiveness and currency of the references:</p> <p><b>Positive Aspects:</b>  <b>Diversity of Sources:</b> The references span various aspects of employer branding, organizational behavior, and job satisfaction, including seminal works by Barney (1991), Judge et al. (2001), and Eisenberger et al. (1986).  <b>Recent Studies:</b> The inclusion of recent studies, such as Bharadwaj (2024) and Grigore et al. (2023), ensures the manuscript is up-to-date with current research trends.  <b>Suggestions for Additional References:</b>  <b>Recent Meta-analyses:</b> Incorporating more recent meta-analyses or systematic reviews can provide a broader perspective on recent trends and developments in employer branding and job satisfaction.  <b>Diverse Perspectives:</b> Including references that address diverse geographical and cultural contexts of employer branding could enhance the manuscript's relevance globally.  <b>Technological Impact:</b> Studies focusing on the impact of digital transformation and social media on employer branding could add depth to the analysis.  <b>Suggested Additional References:</b>  Rosethorn, H. (2018). <i>The Employer Brand: Keeping Faith with the Deal</i>. Routledge. This book explores contemporary employer branding strategies.  Edwards, M. R., &amp; Edwards, T. (2019). <i>Predictive HR Analytics: Mastering the HR Metric</i>. Kogan Page Publishers. This book discusses the role of analytics in HR and employer branding.  Wilden, R., Gudergan, S., &amp; Lings, I. (2010). Employer branding: Strategic implications for staff recruitment. <i>Journal of Marketing Management</i>, 26(1-2), 56-73. This paper investigates the strategic implications of employer branding for recruitment.</p>	
<p><u>Minor REVISION</u> comments</p> <p>Is language/English quality of the article suitable for scholarly communications?</p>	<p>Is fine, not serious corrections needed</p>	
<p><u>Optional/General</u> comments</p>		

**PART 2:**

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

**Reviewer Details:**

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