

**ReviewForm3**

JournalName:	<a href="#">AsianJournalofEconomics,BusinessandAccounting</a>
ManuscriptNumber:	Ms_AJEBA_120736
Titleof theManuscript:	EmployerBrandinganditsimpactonJobSatisfaction:AconceptualStudy
Typeof the Article	Jobsatisfactionofemployees

**PART1: ReviewComments**

<b>Compulsory</b> REVISIONcomments	Reviewer'scomment	Author'sFeedback(Pleasecorrectthemanuscriptandhighlightthatpartinthemanuscript.Itismandatorythatauthorsshouldwritehis/herfeedbackhere)
<b>Pleasewritefew sentencesregardingtheimportance thismanuscriptforscientificcommunity.Whydoyou like(ordislike)thismanuscript?Minimum3-4 sentencesmayberequiredforthispart.</b>	Actuallythisarticlewillprobablyprovidesomeguidelinestocreatesignificantofbrandlev elsofemployers whichwillassisttcreatejobsatisfaction levels ofemployeesandit'sthecrucial actiontoobtain goals of theorganization.	
<b>Isthethetitleofthearticlesuitable? (Ifnotpleasesuggestanalternativetitle)</b>	Needto revise as,  <b>Theimpact ofEmployerBrandingon JobSatisfaction: A Conceptual Framework</b>	
<b>Istheabstractofthearticlecomprehensive?Doyou suggestaddition(ordeletion)of somepointsinthis section?Pleasewriteyoursuggestionshere.</b>	<b>NeedtoMention</b> 1.Whattypesofstudyisit? 2.Methodof study 3. Sourcesof studywhereyouhavecollectedinformationtomakea conceptualframework 4. Originalityofthe study	
<b>Are subsectionsandstructureofthemanuscript appropriate?</b>	Theappropriatestructureofthisstudymay – 1. Introduction 2. Literaturereview(mustgiveupdatedreviewwithin5years) 3. Objective of this study (the study has mentioned theoretical explain but here no mention theoreticaloverview,soneedtomakeappropriateobjective ofthisstudy) 4. Method 5. Findings(Ifanyneed) 6. Conclusion	
<b>Pleasewritefew sentencesregardingthescientific correctnessofthismanuscript.Whydothinkthatthis manuscriptisscientificallyrobustandtechnically sound?Minimum3-4sentencesmayberequiredfor thispart.</b>	Accordingtoreviewerconcept,thisstudyisscientificallycorrectbecausetheemployersa retryingtostay intoday'scompetitivemarket.Ontheotherhand,employees areregarded asthelifeblood ofthe organization, sotheirsatisfactionlevelshouldbeensuredbytheemployer.Inthiscasethispaperwillbe	
<b>Arethereferencesufficientandrecent?If youhave suggestionofadditionalreferences,pleasementionin thereviewform.</b>	Needtoaddrecentreferencesbecausealmostcitationsare morebackdated.	
<b>Minor</b> REVISIONcomments	Needcheckinggrammaticalrangeand sentencecorrections.	
<b>Is language/Englishqualityofthearticlesuitablefor scholarlycommunications?</b>		
<b>Optional/General</b> comments		

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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>	

**Reviewer Details:**

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