

Review Form 1.7

Journal Name:	Journal of Education, Society and Behavioural Science
Manuscript Number:	Ms_JESBS_116710
Title of the Manuscript:	Empowering Narratives: Exploring the Impact of Kotak General Insurance's 'Drive Like A Lady' Campaign on Shifting Perceptions of Female Empowerment
Type of the Article	Original Research Article

PART 1: Review Comments

	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>Compulsory 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>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>Yes, the manuscript is important for scientific community</p> <p>Yes, the title of the article is suitable.</p> <p>No, the abstract is not comprehensive</p> <p>Subsections and structure of the manuscript are not appropriate, no theory, no indicators, no previous research, and no research gap</p> <p>I don't think so</p> <p>There are not sufficient and recent references.</p> <p>Make deeper in theoretical in female empowering, perception, culture, performance, the object campaigned, how to explore the insurance</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Language/English quality of the article is not suitable for scholarly communication</p>	
<p>Optional/General comments</p>	<p>The writer must correct :</p> <ol style="list-style-type: none"> 1. The abstract 2. The introduction (no the nature of the problem, previous work, purpose, and contribution of the article) 3. There is no Literature review 4. The research methodology (there are no research design, techniques of data collection and analysis) 5. The discussion 6. The conclusion 7. References and how to write references 8. Grammar 	

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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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