

**Review Form 3**

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
Manuscript Number:	Ms_AJEBA_125010
Title of the Manuscript:	<b>The Impact of Internal Branding on Employee Engagement in Commercial Banks: A Case Study of CRDB Bank in Morogoro.</b>
Type of the Article	<b>Journal article</b>

**Review Form 3**

**PART 1: Review Comments**

<b>Compulsory</b> REVISION comments	<b>Reviewer's comment</b>	<b>Author's Feedback</b> (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p><b>Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.</b></p>	<p>This manuscript discusses the significant impact of internal branding on employee engagement within commercial banks, using CRDB Bank in Morogoro as a case study. The variables studied include brand leadership, brand commitment, brand knowledge, and brand fit. This research is an important for the scientific community as it sheds light on the importance of internal branding in fostering employee engagement, ultimately leading to a more productive and successful organization. I particularly like this manuscript because it delves into a specific industry and provides valuable insights that can be applied by other commercial banks looking to enhance their employee engagement strategies.</p>	
<p><b>Is the title of the article suitable? (If not please suggest an alternative title)</b></p>	<p>Since the topic of this article is 'The Impact of Internal Branding on Employee Engagement in Commercial Banks' while the hypothesis is about relationship. Therefore, it's better to modify to change topic to relationship rather than impact, because we cannot measure impact with one time data. In the other way, as the study is focus on showing how different factors related to branding affecting employees engagement, the topics of this study can be antecedents of factors affecting internal branding on employee engagement,</p>	
<p><b>Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.</b></p>	<p>The abstract lacks cohesion and it's not comprehensive as well, say something about the design of the study. Some of the recommendations in the abstract are not specific enough to indicate who will be the owner of that task. Words count of abstract should be based on the journals guideline.</p>	
<p><b>Are subsections and structure of the manuscript appropriate?</b></p>	<p>The line spacing, font size, type, heading, needs serious correction</p>	
<p><b>Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.</b></p>	<p>There is miss conception in explaining the research topic, the hypothesis and methods also, in some area it says to study the relationship while it says to identify the impact of internal branding. Therefore, you better to use appropriate and common term in explaining the general objectives of the study which fits to the methodology.</p>	
<p><b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b></p>	<p><b>Some of the cited papers are too old , and some of the paragraph /sentences also not cited .however you should give focus to the citation and reference part.</b></p>	
<p><u>Minor</u> REVISION comments</p> <p><b>Is the language/English quality of the article suitable for scholarly communications?</b></p>	<p>It's not bad, it needs to be revised</p>	
<p><u>Optional/General</u> comments</p>		

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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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