

**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	

**PART 1: Review Comments**

<b>Compulsory</b> REVISION comments	<b>Reviewer's comment</b>	<b>Author's Feedback</b> <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<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>	Research on the issue of "The impact of internal branding on employee engagement at commercial banks" is a research topic of scientific and practical significance in the current context. In addition, the study of "Employee Engagement" with the commercial banking system will contribute to affirming the theoretical framework of "Employee Engagement" with the organization. At the same time, in practice, I believe that this research topic will be necessary, helping managers and human resource planners in the banking industry. The research results will contribute to helping bank managers have an overall view of the human resource context as well as the current unstable human resource problem.	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	The article title matches the research problem	
<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>	It is necessary to state what important outstanding problem the results of this study have solved? as well as the importance of the research findings (if any).	
<b>Are subsections and structure of the manuscript appropriate?</b>	Regarding the structure, it is necessary to move the proposed research hypotheses (H1, H2, H3, H4, H5) into the Literature Review section. At the same time, the hypothesis is stated after the author presents the argument proving that there is a relationship between the corresponding research concepts, for example: H1, explains the relationship between brand leadership and employee engagement..... Similarly, the remaining hypotheses. Do not present the research hypotheses in the introduction section. Further discussion of the research results is needed before the Conclusion and Recommendations Section.	
<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>	Researching the relationship between "Internal Brand" and "Engagement" is an issue that has received much attention from business researchers in the context of the current strong fluctuations in human resources in the banking industry. In addition, the inheritance and application of the theoretical basis of "Internal Brand" as well as the identification of the components that make up "Internal Brand" currently have many quite different approaches among researchers. Therefore, the identification of the components that affect "Internal Brand" on "Engagement" of employees needs to be further exploited to fill the gap in the research on this issue.	
<b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b> :	References are guaranteed	

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Minor REVISION comments		
<b>Is the language/English quality of the article suitable for scholarly communications?</b>	The author checks for minor technical errors (if any)	
<u>Optional/General</u> comments		

### **PART 2:**

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