

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_125010
Title of the Manuscript:	The Impact of Internal Branding on Employee Engagement in Commercial Banks: A Case Study of CRDB Bank in Morogoro.
Type of the Article	Empirical

PART 1: Review Comments

Compulsory 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>
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.	This study was conducted based on African banking sector. This study provides new knowledge about African banking sector employees. Researchers will be benefited from this extensive study. African policymakers also pay attention to implement direction of this study.	
Is the title of the article suitable? (If not please suggest an alternative title)	OK	
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.	The abstract must include all the details. Make your abstract attractive to readers (simple sentences without any repetition. In 1 paragraph, your abstract should tell the readers why the study is important (maximum 25% of the text), what you did, i.e. your methodology (maximum 25% of the text), and what you found, i.e. main research results and their major implications (50% of the text). Add sampling technique This is very important to promote your work because of the growing trend of authors using Google search to find and cite papers based on the abstract (instead of reading the full paper).	
Are subsections and structure of the manuscript appropriate?	OK	
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.	This study meets the requirements for publications. The sector is ok. It also provides further research directions to extend this study. More importantly, this study provides various dissection for internal and external stakeholders.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	OK	

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Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	The paper needs English language proofreading.	
Optional/General comments	<ul style="list-style-type: none">• Please explain the research gap in more detail.• You might add more facts and figures about the context.• You might use a framework to explain your research methodology.• Please explain sampling and data collection techniques.• Please compare your findings with those of the others.• You might add some remarks about the context as well. Consider it as a suggestion.• Please insert the sources of the figures and tables.	

PART 2:

	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)
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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