

Review Form 3

Journal Name:	Asian Research Journal of Arts & Social Sciences
Manuscript Number:	Ms_ARJASS_128200
Title of the Manuscript:	Strategic Public Relations: Illuminating Corporate Visibility of Higher Learning Institutions in Tanzania through Internal Influence, Internal Collaboration, Media Engagement and Stakeholder Confidence
Type of the Article	Short Research Article

PART 1: 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. A minimum of 3-4 sentences may be required for this part.	<p>The article is very well thought out and articulated. The author has painstakingly researched the issues of PR in connection with the higher institutional environment in Tanzania. The findings are instructive and revealing enough to provide insights to managers of these institutions.</p> <p>Recommendations are necessary so the findings can be situated and implemented. The author should bring out recommendations very clearly.</p>	
Is the title of the article suitable? (If not please suggest an alternative title)	Title of article is suitable	
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.	<p>Abstract is quite in order.</p> <p>The key words should be reduced to five capturing the major variables of the article.</p>	
Is the manuscript scientifically, correct? Please write here.	The manuscript is scientifically correct. Required standard has been complied with. However, the author should supply succinct dictates of the two theories used in the article.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	References 1 and 2 are in error. 2 is a continuation of 1. Effectively, there is no number 2 reference. The author should correct this. If the above is corrected, the references are adequate and recent enough.	
Is the language/English quality of the article suitable for scholarly communications?	The language quality is in tandem with scholarly communication.	
Optional/General comments		

Review Form 3

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>	

Reviewer Details:

Name:	Columbus O. Udofot
Department, University & Country	Federal University of Technology, Nigeria