

### Review Form 3

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|--------------------------|--|
| Journal Name:            | <a href="#">Asian Research Journal of Arts &amp; Social Sciences</a>   |
| Manuscript Number:       | Ms_ARJASS_128200   |
| Title of the Manuscript: | <b>Strategic Public Relations: Illuminating Corporate Visibility of Higher Learning Institutions in Tanzania through Internal Influence, Internal Collaboration, Media Engagement and Stakeholder Confidence</b> |
| 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. | The topic of the manuscript is very important, especially for institutions that seek to enhance their organizational communication and motivate their employees toward effectiveness. The importance of the manuscript also emerges in that it addresses the public relations strategy in higher education institutions through essential elements: Internal Influence, Internal Collaboration, Media Engagement, and Stakeholder Confidence. |   |
| Is the title of the article suitable?<br>(If not please suggest an alternative title)  | The title of the 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.      | It is a comprehensive.  |   |
| Is the manuscript scientifically, correct? Please write here.  | The manuscript is correct scientifically.   |   |
| Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.                              | The references are sufficient and recent.   |   |

**Review Form 3**

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| <p>Is the language/English quality of the article suitable for scholarly communications?</p> | <p>The language/English quality of the article is suitable for scholarly communications.</p>   |  |
| <p><u>Optional/General</u> comments</p>  | <p><b>Notes and Comments</b></p> <ul style="list-style-type: none"> <li>• The keywords shouldn't exceed five or seven (refer to the publishing instructions)</li> <li>• The author has to provide more details on sampling methods (e.g., why 26 participants were chosen and their representativeness).</li> <li>• The author did not define 26 participants, nor did he know what nine high-level institutions in Tanzania were.</li> <li>• The author should have included, in the methodology, the participants' data and characteristics (possibly coded with pseudonyms) with their jobs, ages, and institutions.</li> <li>• The author did not define the 14 institutional documents he reviewed, nor how representative the sample was, as the author indicated.</li> <li>• Also, it is necessary to justify the reliance on institutional documents and ensure clarity on how they were used in the analysis.</li> <li>• What type of online media content across corporate websites and social media content did the author analyze? (further clarification needed)</li> <li>• The author did not invest the hypotheses of Uncertainty Reduction Theory, and Excellence Theory in discussing the results.</li> <li>• Ensure that references are organized accurately (see references 1 and 2).</li> <li>• Include the full journal name in italics; Berger, C. R., &amp; Calabrese, R. J. (1975)." ....</li> </ul> |  |

**PART 2:**

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|---|---|---|
|   | <p><b>Reviewer's comment</b></p>  | <p><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)</p> |
| <p>Are there ethical issues in this manuscript?</p> | <p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p> |   |

**Reviewer Details:**

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|---|--|
| <p>Name:</p>                                | <p><b>Najm A. Kh. Alhatimi Aleessawi</b></p> |
| <p>Department, University &amp; Country</p> | <p><b>Arab Universities, Jordan</b></p>      |