SDI Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	**Ms_AJEBA_53475**
Title of the Manuscript:	**The Impact of Sponsorship on Brand Equity of Cellular Networks in Hyderabad Pakistan**
Type of the Article	**Original Research Article**

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty'**, provided the manuscript is scientifically robust and technically sound.
To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline)

PART 1: Review Comments

	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)*
Compulsory REVISION comments	*Way of presentation of sampling could be improved as sampling says, people from all age group are selected but in results majority of respondents are between 18-25. *Most of the respondents are unemployed (63%), please try and find the relation of it with your study.	We appreciate the suggestion of reviewer, however, it was general research not specifically focused on standard criteria of respondents, the authors had to conduct a research in a limited time frame. It will be considered in future prospects.
Minor REVISION comments	Please try and focus on introductory and review part on brand equity of cellular networks.	
Optional/General comments	Overall paper is good; it just needs minor adjustments.	

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?	*(If yes, Kindly please write down the ethical issues here in details)*	