



SDI Review Form 1.6

Journal Name:	Asian Research Journal of Arts & Social Sciences
Manuscript Number:	Ms_ARJASS_56183
Title of the Manuscript:	BALANCING THE DELICATE SPACE BETWEEN ORGANIZATIONAL CULTURE AND CUSTOMER SERVICE QUALITY: An Empirical Review for Systemic Excellence in the Electrical Energy Sector in Kenya.
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	<ol style="list-style-type: none"> 1. Abstract too long (421 words) 2. The writing style like thesis, you need to merge the research problem and the objective with the introduction and delete the research questions 3. Framework to be placed after the literature review 4. All the methodology sections to be merge together under one title "Research Methodology" 5. Update the references, mostly outdated 	
Minor REVISION comments		
Optional/General comments		

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>	

Reviewer Details:

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