



SDI Review Form 1.6

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_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.	
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)	

Reviewer Details:

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