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| Journal Name: | [**Asian Journal of Economics, Business and Accounting**](https://journalajeba.com/index.php/AJEBA) |
| Manuscript Number: | **Ms\_AJEBA\_133564** |
| Title of the Manuscript: | **THE BRAND VALUES OF LECTURERS AND LEADERSHIP STYLE CONTRIBUTE TO ENHANCING UNIVERSITY BRANDING. CASE STUDY AT PRIVATE UNIVERSITIES IN HO CHI MINH CITY, VIETNAM** |
| Type of the Article |  |

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| **PART 1: Comments** |
|  | **Reviewer’s comment****Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | **Author’s Feedback** *(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **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 objective of this article is to identify the factors that affect the brand value of lecturers. In universities, the lecturers play a key role in the development of the university education. This paper is important for the scientific community because all the universities play a crucial role in providing high-quality human resources to support the national development. The author(s) considered 191 lecturers from five private universities in Ho Chi Minh City, for this study.** |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | **I recommend: “BRAND VALUES OF the LECTURERS AND the LEADERSHIP STYLE CONTRIBUTE TO ENHANCING the UNIVERSITY BRANDING. CASE STUDY AT PRIVATE UNIVERSITIES IN HO CHI MINH CITY, VIETNAM”** |  |
| **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.** | **Yes, the abstract of the article is comprehensive.** |  |
| **Is the manuscript scientifically, correct? Please write here.** | **Yes, it is.** |  |
| **Are the references sufficient and recent? If you have****suggestions of additional references, please mention them in the review form.** | **The References are recent and appropriate to the subject.** |  |
| **Is the language/English quality of the article suitable for scholarly communications?** | **Yes, approximately. It is recommended to pay attention to the introduction of the word "the" in the text sometimes.** For example, at page 1:” the competition…”, at page 3:” the Brand value of lecturers”, …… |  |
| **Optional/General** comments | **The work is well argued. The hypotheses are good. The results are good, too.** |  |

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| **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:**

**Papadatu Carmen-Penelopi, “Dunarea de Jos” University from Galati, Romania**