



MA8576: Your manuscript has been submitted

1 message

Manuscript Administration System <noreply@manuscript-adminsystem.com>
To: florentina@umn.ac.id

Mon, Aug 14, 2023 at 11:06 AM

Dear Florentina Kurniasari,

Florentina Kurniasari has submitted the manuscript What factors influence e-marketplace buyer trust and repurchase? An investigation on the impact of online trust-building mechanisms: An Evidence from Lazada Indonesia to Problems and Perspectives in Management on 14.08.2023.

Submission form contains the following details:

Journal: Problems and Perspectives in Management

Manuscript title: What factors influence e-marketplace buyer trust and repurchase? An investigation on the impact of online trust-building mechanisms: An Evidence from Lazada Indonesia

Authors Information

Author - Correspondent

First Name: Florentina

Last Name: Kurniasari

Position

Degree: Ph.D, Dean and Lecturer

Faculty: Business

Department: Technology Management

University: Universitas Multimedia Nusantara

Business Address

Postal university address

City: Banten, Country: ID

Personal university web page: N/A

Email: florentina@umn.ac.id

IDs

ORCID: 0000-0001-5528-247X

Researcher ID: N/A

Co-authors

Co-Author's First Name: Elissa Dwi

Co-Author's Last Name: Lestari

Co-Author's University: Universitas Multimedia Nusantara

Co-Author's Faculty: Business

Co-Author's Department: Management

Co-Author's Degree: Master of Science, Lecturer

Co-Author's Email: elissa.lestari@umn.ac.id

Co-Author's ORCID: 0000-0001-6732-0066

Co-Author's Researcher ID: N/A

Co-Author's First Name: Brandon

Co-Author's Last Name: Wen

Co-Author's University: Universitas Multimedia Nusantara

Co-Author's Faculty: Business

Co-Author's Department: Management

Co-Author's Degree: Bachelor of Management

Co-Author's Email: brandonwen03@gmail.com

Co-Author's ORCID: N/A

Co-Author's Researcher ID: N/A

Kind regards,

undefined



FLORENTINA KURNIASARI (053705) <florentina@umn.ac.id>

MA8576: Article submission

1 message

k.maschenko@businessperspectives.org <k.maschenko@businessperspectives.org>

Tue, Aug 15, 2023 at 10:15 PM

To: "FLORENTINA KURNIASARI (053705)" <florentina@umn.ac.id>

Dear Dr Florentina Kurniasari,

Your manuscript submitted as MA8576. Please, indicate the code of submission in further letters.

I have sent you recommendations regarding submission.

Please, upload revised files to submission MA8576. You should not send revised documents on my email.

Have a nice day!

Sincerely,

Katerina

From: FLORENTINA KURNIASARI (053705) <florentina@umn.ac.id>

Sent: Monday, August 14, 2023 6:34 AM

To: k.maschenko@businessperspectives.org

Subject: Article submission

Dear Managing Editor Problems and Perspectives in Management journal,

I am interested to submit my article with the title "What factors influence e-marketplace buyer trust and repurchase? An investigation on the impact of online trust-building mechanisms: An evidence from Lazada Indonesia".

I've submitted the article via the manuscript administration system. I also attach the article and the cover letter along with this email.

Thank you so much for your assistance.

Regards,

Dr Florentina Kurniasari T., S.Sos., MBM

Dean Faculty of Business

Universitas Multimedia Nusantara

UNIVERSITAS MULTIMEDIA NUSANTARA
"Excellent Career Begins With Excellent Education"

Jl. Scientia Boulevard, Gading Serpong,

Tangerang, Banten - 15811 Indonesia

(t) +62-21.5422.0808

(t) +62-21.5422.0909

Facebook: Universitas Multimedia Nusantara

Twitter: @umn_serpong

Web: www.umn.ac.id



COVER_LETTER_FORM.docx

66K



FLORENTINA KURNIASARI (053705) <florentina@umn.ac.id>

MA8576: Notification on Submission

1 message

k.maschenko@manuscript-adminsystem.com <k.maschenko@manuscript-adminsystem.com>

Tue, Aug 15, 2023 at 9:08 PM

To: florentina@umn.ac.id

Dear Florentina Kurniasari,

the manuscript What factors influence e-marketplace buyer trust and repurchase? An investigation on the impact of online trust-building mechanisms: An Evidence from Lazada Indonesia, submitted to Problems and Perspectives in Management Journal, needs to be revised.

Comments:

Please, download Cover Letter form from the web platform, fill in it, sign by all authors and upload to the MAS. To get more information, please, check <https://credit.niso.org/>

<https://businessperspectives.org/publishing-policies2/authorship-and-contributorship>

Each author should contribute 4 roles at least.

We cannot start consideration without this document.

Also, please, peruse the Guidelines and revise the manuscript in accordance with it

<https://businessperspectives.org/journals/problems-and-perspectives-in-management#submission-guidelines-for-authors>

It could be helpful to check published articles <https://www.businessperspectives.org/index.php/journals/problems-and-perspectives-in-management/issue-412>

The deadline for revisions is 2023-08-22

To revise a manuscript please don't forget to log in to the system and to upload a revised manuscript!

Kind regards,

Katerina Maschenko
Managing Editor
Journal Problems and Perspectives in Management



FLORENTINA KURNIASARI (053705) <florentina@umn.ac.id>

MA8617: Your manuscript has been submitted

1 message

Manuscript Administration System <noreply@manuscript-adminsystem.com>
To: florentina@umn.ac.id

Fri, Aug 18, 2023 at 8:30 PM

Dear Florentina Kurniasari,

Florentina Kurniasari has submitted the manuscript Investigation on the impact of online trust-building mechanisms in e-marketplace: Case study of Lazada Indonesia to Problems and Perspectives in Management on 18.08.2023.

Submission form contains the following details:

Journal: Problems and Perspectives in Management

Manuscript title: Investigation on the impact of online trust-building mechanisms in e-marketplace: Case study of Lazada Indonesia

Authors Information

Author - Correspondent

First Name: Florentina

Last Name: Kurniasari

Position

Degree: Ph.D, Dean and Lecturer

Faculty: Business

Department: Technology Management

University: Universitas Multimedia Nusantara

Business Address

Postal university address

City: Banten, Country: ID

Personal university web page: N/A

Email: florentina@umn.ac.id

IDs

ORCID: 0000-0001-5528-247X

Researcher ID: N/A

Co-authors

Co-Author's First Name: Elissa Dwi

Co-Author's Last Name: Lestari

Co-Author's University: Universitas Multimedia Nusantara

Co-Author's Faculty: Business

Co-Author's Department: Management

Co-Author's Degree: Master of Science, Lecturer

Co-Author's Email: elissa.lestari@umn.ac.id

Co-Author's ORCID: N/A

Co-Author's Researcher ID: N/A

Co-Author's First Name: Brandon

Co-Author's Last Name: Wen

Co-Author's University: Universitas Multimedia Nusantara

Co-Author's Faculty: Business

Co-Author's Department: Management

Co-Author's Degree: Bachelor of Management

Co-Author's Email: brandonwen03@gmail.com

Co-Author's ORCID: N/A

Co-Author's Researcher ID: N/A

Kind regards,

undefined

MA8617: Notification on Submission

2 messages

k.maschenko@manuscript-adminsystem.com <k.maschenko@manuscript-adminsystem.com>

Mon, Aug 21, 2023 at 8:05 PM

To: florentina@umn.ac.id

Dear Florentina Kurniasari,

the manuscript Investigation on the impact of online trust-building mechanisms in e-marketplace: Case study of Lazada Indonesia, submitted to Problems and Perspectives in Management Journal, needs to be revised.

Comments:

Informing you, the manuscript you submitted does not entirely match "Problems and Perspectives in Management" journal's scope.

It's recommended to send it for review to another journal.

In order to determine if the manuscript is suitable for another journal, you must check its Aims and Scope, Key topics.

If you browse the journal of LLC "CPC "Business Perspectives" <https://businessperspectives.org/journals/>, it is possible (judging from the abstract of the manuscript) can be the journal "Innovative Marketing" https://www.businessperspectives.org/index.php/journals/innovative-marketing?category_id=30 It is also indexed in various databases and is included in several citation systems. But again we emphasize the need for a thorough review of the key topics of the journal and the requirements for the registration and submission of the manuscript.

Please, revise your paper in accordance with Submission guidelines <https://www.businessperspectives.org/index.php/journals/innovative-marketing#submission-guidelines-for-authors>

Please pay special attention to the fact that this is a research paper, which is a final report on the finished original experimental study (the structure must contain the following sections: Abstract, Introduction, Literature review, Method, Results, Discussion, and Conclusion). The (maximum) length of the manuscript should be up to 6,000 words (not including the Abstract, List of references and Appendixes). Please divide your materials into sections correctly. Clearly and specifically formulate the purpose of your study! The title of your article should be specific, indicate the purpose of the study, and correlate with it. You should mention the purpose of your article in the Abstract, at the end of the Literature review, and in the Conclusion sections. The Abstract (its volume is 150-250 words, but it is better to have 200-250 words) should have the following sequence of material - relevance, purpose, methods, results, and conclusions. This is exactly the sequence you should follow. Most sentences in the Abstract should be devoted to your results. Give a quantitative description of your findings. Avoid using unestablished abbreviations in the Abstract and Conclusion sections.

Keywords should be chosen carefully. You should not give the term, and then also its abbreviation. The number of keywords is limited (about 8-10 words on average). They should not be repeated, just as they should not repeat the exact words from the title of your article. Basically, it should be words, not phrases. They should reflect the main idea and content of your article.

Also, clarify JEL Classification codes. Their number is on average 2-4, and they should be placed in order from the main (important) to the secondary ones.

The Introduction section should be a half-page devoted to the relevance of the research topic and the formulation of the SCIENTIFIC problem (which your study seeks to solve) as a whole. There is no need for a literature review here. Do not tell how the research will be conducted, how the article is structured, what is the purpose of your research, and what tasks you will solve.

The Literature review should include 30-50 analyzed sources. It should start with a few introductory sentences. The sequence of the text must have specific logic (it is not determined by the place of the mentioned work on the shelf), subordinated to the purpose of your study. Do not start each paragraph with a reference to the source, but structure the text in such a way that one paragraph is an analysis of one source. The review should be concluded with 2-3 generalizing sentences. Then, formulate the purpose of the study. After that, formulate hypotheses (right here, all together, and do not insert text between them) if you foresee them. As for the hypotheses, they should be formulated clearly and unambiguously! Your hypotheses should not repeat each other.

Then insert a Method section. Here you should describe the algorithm (procedure) of the study and provide primary data for calculations or indicate the sources of their receipt. This should be done following the logic of the academic presentation of the material.

Further, the main section of the article is Results section. Here, not only the results obtained (analytics, systematization, calculations...), but explain them, describe the data of tables and figures in text. If the hypotheses were predicted, then provide the results of their verification (accepted/rejected).

The Discussion section should include a discussion of the results of your study, a comparison with previous ones, a discussion of why you obtained such results, and an indication of future research prospects.

The Conclusion section should have the following logic - indicate the purpose of the study, briefly present the obtained results, and indicate what conclusions should be drawn. Do not cite sources in this section, and do not repeat sentences from the Abstract.

Don't start chapters with subsections. Don't break sections into a bunch of small subsections. Variables in formulas must have established designations. They should be explained. Captions for figures and tables should be clear and understandable, even if they are shown in the context of the article. Under the figures and tables, do not indicate that this is your own (author's) development or your own calculations because it should be so a priori. Column and row names in tables should be clear and complete.

Carefully prepare each sentence, each paragraph, and the entire text of your article.

We wish you success.

The deadline for revisions is 2023-08-29

To revise a manuscript please don't forget to log in to the system and to upload a revised manuscript!

Kind regards,

Katerina Maschenko
Managing Editor
Journal Problems and Perspectives in Management

FLORENTINA KURNIASARI (053705) <florentina@umn.ac.id>
To: k.maschenko@manuscript-adminsystem.com

Tue, Aug 29, 2023 at 2:36 PM

Dear Ms Katerina Maschenko,

I've uploaded the revised version of the manuscript in the system. But, I still upload the manuscript in the same journal (Journal Problems and Perspectives in Management). I reviewed the topic and coverage of the journal of Innovative Marketing and found it fit with the article. I don't mind as you also suggested if I withdraw the paper from the Journal Problems and Perspectives in Management and resubmit it in the Journal of Innovative Marketing. Please advise what I should do with this article? Do I need to resubmit in the system using the new journal (Innovative Marketing)?

Thank you for your assistance.

Regards,

Dr Florentina Kurniasari T., S.Sos., MBM
Dean Faculty of Business
Universitas Multimedia Nusantara

[Quoted text hidden]



FLORENTINA KURNIASARI (053705) <florentina@umn.ac.id>

MA8617: Notification on Submission

k.maschenko@manuscript-adminsystem.com <k.maschenko@manuscript-adminsystem.com>
To: florentina@umn.ac.id

Tue, Aug 29, 2023 at 8:48 PM

Dear Florentina Kurniasari,

The manuscript Investigation on the impact of online trust-building mechanisms in e-marketplace: Case study of Lazada Indonesia submitted to Problems and Perspectives in Management Journal is rejected.

The rejection reasons are explained below.

Rejection reasons:

Please, resubmit it to IM Journal.

Kind regards,

Katerina Maschenko
Managing Editor
Journal Problems and Perspectives in Management



MA8702: Your manuscript has been submitted

1 message

Manuscript Administration System <noreply@manuscript-adminsystem.com>
To: florentina@umn.ac.id

Thu, Aug 31, 2023 at 8:30 AM

Dear Florentina Kurniasari,

Florentina Kurniasari has submitted the manuscript Investigation on the impact of online trust-building mechanisms in e-marketplace repurchase intention: Case study of Lazada Indonesia to Innovative Marketing on 31.08.2023.

Submission form contains the following details:

Journal: Innovative Marketing

Manuscript title: Investigation on the impact of online trust-building mechanisms in e-marketplace repurchase intention: Case study of Lazada Indonesia

Authors Information

Author - Correspondent

First Name: Florentina

Last Name: Kurniasari

Position

Degree: Ph.D, Dean and Lecturer

Faculty: Business

Department: Technology Management

University: Universitas Multimedia Nusantara

Business Address

Postal university address

City: Banten, Country: ID

Personal university web page: N/A

Email: florentina@umn.ac.id

IDs

ORCID: 0000-0001-5528-247X

Researcher ID: N/A

Co-authors

Co-Author's First Name: Elissa Dwi

Co-Author's Last Name: Lestari

Co-Author's University: Universitas Multimedia Nusantara

Co-Author's Faculty: Business

Co-Author's Department: Management

Co-Author's Degree: Master of Science, Lecturer

Co-Author's Email: elissa.lestari@umn.ac.id

Co-Author's ORCID: 0000-0001-6732-0066

Co-Author's Researcher ID: CAG-6571-2022

Co-Author's First Name: Brandon

Co-Author's Last Name: Wen

Co-Author's University: Universitas Multimedia Nusantara

Co-Author's Faculty: Business

Co-Author's Department: Management

Co-Author's Degree: Bachelor of Management

Co-Author's Email: brandonwen03@gmail.com

Co-Author's ORCID: 0009-0004-0396-1015

Co-Author's Researcher ID: N/A

Kind regards,

undefined



FLORENTINA KURNIASARI (053705) <florentina@umn.ac.id>

MA8617: Notification on Submission

FLORENTINA KURNIASARI (053705) <florentina@umn.ac.id>
To: k.maschenko@manuscript-adminsystem.com

Thu, Sep 14, 2023 at 8:13 AM

Dear Ms Katerina Maschenko,

First of all, I'd like to thank you for your suggestion to resubmit the paper into the Innovative Marketing journal. But, until now, we haven't received any information regarding this paper. I attached the screenshot of the status of the paper along with this email.

May I know how long the process is? Since we need it for reporting to our university. If it is quite long, maybe I will consider withdrawing and submitting to another journal.

Please kindly give me any suggestions.

Thank you for your assistance.

Dr Florentina Kurniasari T., S.Sos., MBM

Dean Faculty of Business

Universitas Multimedia Nusantara

[Quoted text hidden]



IM submission.pdf

462K



MA8617: Notification on Submission

k.maschenko@manuscript-adminsystem.com <k.maschenko@manuscript-adminsystem.com>

Thu, Sep 14, 2023 at 10:13 PM

To: "FLORENTINA KURNIASARI (053705)" <florentina@umn.ac.id>

Dear Dr Florentina Kurniasari,

Thank you for your letter.

I spoke with Viktoriia (managing editor) and she informed me that you should not worry about it. She will provide you with further information.

I am sorry for the inconvenience caused.

Have a nice day and keep well!

Sincerely,

Katerina

[Quoted text hidden]



UNIVERSITAS MULTIMEDIA NUSANTARA

"Excellent Career Begins With Excellent Education"

Jl. Scientia Boulevard, Gading Serpong,

Tangerang, Banten - 15811 Indonesia

(t) +62-21.5422.0808

(t) +62-21.5422.0909

Facebook: Universitas Multimedia Nusantara

Twitter: @umn_serpong

Web: www.umn.ac.id

MA8702: Notification on Submission

4 messages

v.obravyt@manuscript-adminsystem.com <v.obravyt@manuscript-adminsystem.com>

Tue, Oct 3, 2023 at 12:48 AM

To: florentina@umn.ac.id

Dear Florentina Kurniasari,

the manuscript Investigation on the impact of online trust-building mechanisms in e-marketplace repurchase intention: Case study of Lazada Indonesia, submitted to Innovative Marketing Journal, needs to be revised.

Comments:

The author should arrange the manuscript in accordance with the requirements of the Journal <https://businessperspectives.org/journals/innovative-marketing#submission-guidelines-for-authors>

When finalizing the manuscript in accordance with the requirements of the journal, please pay special attention to the fact that this is a research paper, which is a final report on the finished original experimental study (the structure is Abstract, Introduction, Literature review, Method, Results, Discussion, and Conclusion). The length of the manuscript (maximum) should be up to 6,000 words (not including the abstract, list of sources and appendices). Divide the material into sections correctly. Clearly and specifically formulate the purpose of the study! The title of the article should be specific, indicate the purpose of the study, and correlate with it. The purpose of the article is indicated in the abstract, at the end of the literature review, and in the Conclusion. The abstract (its volume is 150-250 words, but abstracts are welcome, in which the volume approaches 200-250 words) should have the following sequence of presentation of the material - relevance, purpose, method, result, and conclusion. This is exactly the sequence that should be. Most of the abstract should be devoted to the result. Give a quantitative description of the result. Do not enter in the abstract and do not use (also in conclusions) unestablished abbreviations.

Keywords should be chosen responsibly. You should not give the term, and then also its abbreviation. Their number is limited (about 8-10 words on average). They should not be repeated, just as they should not repeat the words from the title of the article. Basically it should be words, not phrases. They should reflect the main idea and content of the article. JEL Classification codes should be clarified. Their number is on average 2-4, and they should be placed in order from the main (important) to the secondary ones.

The introduction is a half-page - a page of text devoted to the relevance of the research topic and the formulation of the SCIENTIFIC problem (in which this research is being conducted) as a whole. You should not conduct a literature review here. There is no need for a literature review here. It is not necessary to tell how the research will be conducted, how the article is structured, what is the purpose of the research and what tasks the authors will solve.

The literature review should include 30-40-50 analyzed sources. It should begin with a few introductory sentences. The sequence of the text must have logic (it is not determined by the place of the mentioned work on the shelf). It must be subordinated to the purpose of the study. Do not start each paragraph with a reference to the source, but structure the text in such a way that one paragraph is an analysis of one source. The review should be concluded with 2-3 generalizing sentences. Then the purpose of the study should be formulated. After that, formulate hypotheses (right here, all together, and do not insert text between them). Of course, if you foresee them. As for the hypotheses, they should be formulated clearly and unambiguously! They should be clear and not repeat each other.

Then there should be a Methods section. Here you should describe the algorithm (procedure) of the study and provide primary data for calculations or indicate the sources of their receipt. This should be done following the logic of the academic presentation of the material.

Next, the main section of the article is RESULT. Here you should not only present the obtained results (analytics, systematization, calculations...), but also explain them, and describe the data of tables and figures in the text. If the hypotheses were predicted, then provide the results of their verification.

The Discussion section should include a discussion of the results of the study, a comparison with previous ones, a discussion of why the authors have such results, and an indication of future prospects.

The Conclusions should have the following logic - indicate the purpose of the study, briefly demonstrate the obtained result, and indicate what conclusions should be drawn from it. Do not cite sources in the Conclusions, and do not repeat sentences from the abstract here.

Don't start chapters with subsections. Don't break sections into a bunch of subsections. Variables in formulas must have established designations. They should be explained. Captions for figures and tables should be clear and understandable, even if they are shown in the context of the article. Do not indicate under the figures and tables that this is your own (author's) development or your own calculations because it should be so a priori. Column and row names in tables should be clear and complete.

Carefully study each sentence, each paragraph, and the entire text of the article.

Our journal strictly observes the principles of publication ethics, including when talking about citing the works of other scientists and the works they published earlier. Any loanwords, including text loans (even insignificant), are unacceptable without mentioning their author.

We kindly ask you to pay attention to the widespread problem of wrong citation when Author A somehow gives (mentions, retells) the text fragment from the work (published by Author B), which contains the reference to other work (published by Author C).

In this case there are two options of correct citation:

1 – cite the work of Author B and note that he/she, in turn, cited the work of Author C;

2 – directly mention the work of Author C as well and cite it.

Do not forget that you can also use direct citations, that is why please use the quotation marks and when citing the source please note the page from which this quotation was taken.

You should be absolutely sure that you did not violate the principles of publication ethics. If there are at least small doubts that there can be loanwords in your text, we kindly ask you to check the manuscript for plagiarism by yourself using the special instruments (plagiarism detection software).

The deadline for revisions is 2023-10-09

To revise a manuscript please don't forget to log in to the system and to upload a revised manuscript!

Kind regards,

Viktorii Obravyt
Managing Editor
Journal Innovative Marketing

FLORENTINA KURNIASARI (053705) <florentina@umn.ac.id>
To: "ELISSA DWI LESTARI (062681)" <elissa.lestari@umn.ac.id>

Tue, Oct 3, 2023 at 5:43 AM

Dr Florentina Kurniasari T., S.Sos., MBM

Dean Faculty of Business
Universitas Multimedia Nusantara
[Quoted text hidden]

FLORENTINA KURNIASARI (053705) <florentina@umn.ac.id>
To: v.obravyt@manuscript-adminsystem.com

Fri, Oct 13, 2023 at 8:01 AM

Dear Viktorii Obravyt,

Just to inform. I submitted the revised article in the system since Oct 6th, 2023. Thank you

Regards,

Dr Florentina Kurniasari T., S.Sos., MBM

Dean Faculty of Business

Universitas Multimedia Nusantara



[Quoted text hidden]

manuscript <v.obrayt@manuscript-adminsystem.com>
To: "FLORENTINA KURNIASARI (053705)" <florentina@umn.ac.id>

Fri, Oct 13, 2023 at 5:03 PM

Dear Florentina Kurniasari,

Thanks. Soon I'll send you a reviewer's comments.

Kind regards,

Viktoriiia

From: FLORENTINA KURNIASARI (053705) [mailto:florentina@umn.ac.id]

Sent: Friday, October 13, 2023 4:02 AM

To: v.obrayt@manuscript-adminsystem.com

Subject: Re: MA8702: Notification on Submission

Dear Viktoriiia Obrayt,

Just to inform. I submitted the revised article in the system since Oct 6th, 2023. Thank you

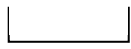
Regards,

Dr Florentina Kurniasari T., S.Sos., MBM

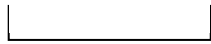
Dean Faculty of Business

Universitas Multimedia Nusantara





[Quoted text hidden]



UNIVERSITAS MULTIMEDIA NUSANTARA
"Excellent Career Begins With Excellent Education"

Jl. Scientia Boulevard, Gading Serpong,

Tangerang, Banten - 15811 Indonesia

(t) +62-21.5422.0808

(t) +62-21.5422.0909

Facebook: Universitas Multimedia Nusantara

Twitter: @umn_serpong

Web: www.umn.ac.id

MA8702: Notification on Submission

FLORENTINA KURNIASARI (053705) <florentina@umn.ac.id>
To: v.obrawyt@manuscript-adminsystem.com

Fri, Oct 13, 2023 at 8:01 AM

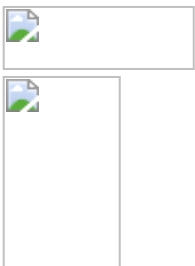
Dear Viktoriia Obrawyt,

Just to inform. I submitted the revised article in the system since Oct 6th, 2023. Thank you

Regards,

Dr Florentina Kurniasari T., S.Sos., MBM

Dean Faculty of Business
Universitas Multimedia Nusantara



On Tue, Oct 3, 2023 at 12:49 AM <v.obrawyt@manuscript-adminsystem.com> wrote:

Dear Florentina Kurniasari,

the manuscript Investigation on the impact of online trust-building mechanisms in e-marketplace repurchase intention: Case study of Lazada Indonesia, submitted to Innovative Marketing Journal, needs to be revised.

Comments:

The author should arrange the manuscript in accordance with the requirements of the Journal
<https://businessperspectives.org/journals/innovative-marketing#submission-guidelines-for-authors>

When finalizing the manuscript in accordance with the requirements of the journal, please pay special attention to the fact that this is a research paper, which is a final report on the finished original experimental study (the structure is Abstract, Introduction, Literature review, Method, Results, Discussion, and Conclusion). The length of the manuscript (maximum) should be up to 6,000 words (not including the abstract, list of sources and appendices). Divide the material into sections correctly. Clearly and specifically formulate the purpose of the study! The title of the article should be specific, indicate the purpose of the study, and correlate with it. The purpose of the article is indicated in the abstract, at the end of the literature review, and in the Conclusion. The abstract (its volume is 150-250 words, but abstracts are welcome, in which the volume approaches 200-250 words) should have the following sequence of presentation of the material - relevance, purpose, method, result, and conclusion. This is exactly the sequence that should be. Most of the abstract should be devoted to the result. Give a quantitative description of the result. Do not enter in the abstract and do not use (also in conclusions) unestablished abbreviations.

Keywords should be chosen responsibly. You should not give the term, and then also its abbreviation. Their number is limited (about 8-10 words on average). They should not be repeated, just as they should not repeat the words from the title of the article. Basically it should be words, not phrases. They should reflect the main idea and content of the article. JEL Classification codes should be clarified. Their number is on average 2-4, and they should be placed in order from the main (important) to the secondary ones.

The introduction is a half-page - a page of text devoted to the relevance of the research topic and the formulation of the SCIENTIFIC problem (in which this research is being conducted) as a whole. You should not conduct a

literature review here. There is no need for a literature review here. It is not necessary to tell how the research will be conducted, how the article is structured, what is the purpose of the research and what tasks the authors will solve.

The literature review should include 30-40-50 analyzed sources. It should begin with a few introductory sentences. The sequence of the text must have logic (it is not determined by the place of the mentioned work on the shelf). It must be subordinated to the purpose of the study. Do not start each paragraph with a reference to the source, but structure the text in such a way that one paragraph is an analysis of one source. The review should be concluded with 2-3 generalizing sentences. Then the purpose of the study should be formulated. After that, formulate hypotheses (right here, all together, and do not insert text between them). Of course, if you foresee them. As for the hypotheses, they should be formulated clearly and unambiguously! They should be clear and not repeat each other.

Then there should be a Methods section. Here you should describe the algorithm (procedure) of the study and provide primary data for calculations or indicate the sources of their receipt. This should be done following the logic of the academic presentation of the material.

Next, the main section of the article is RESULT. Here you should not only present the obtained results (analytics, systematization, calculations...), but also explain them, and describe the data of tables and figures in the text. If the hypotheses were predicted, then provide the results of their verification.

The Discussion section should include a discussion of the results of the study, a comparison with previous ones, a discussion of why the authors have such results, and an indication of future prospects.

The Conclusions should have the following logic - indicate the purpose of the study, briefly demonstrate the obtained result, and indicate what conclusions should be drawn from it. Do not cite sources in the Conclusions, and do not repeat sentences from the abstract here.

Don't start chapters with subsections. Don't break sections into a bunch of subsections. Variables in formulas must have established designations. They should be explained. Captions for figures and tables should be clear and understandable, even if they are shown in the context of the article. Do not indicate under the figures and tables that this is your own (author's) development or your own calculations because it should be so a priori. Column and row names in tables should be clear and complete.

Carefully study each sentence, each paragraph, and the entire text of the article.

Our journal strictly observes the principles of publication ethics, including when talking about citing the works of other scientists and the works they published earlier. Any loanwords, including text loans (even insignificant), are unacceptable without mentioning their author.

We kindly ask you to pay attention to the widespread problem of wrong citation when Author A somehow gives (mentions, retells) the text fragment from the work (published by Author B), which contains the reference to other work (published by Author C).

In this case there are two options of correct citation:

- 1 – cite the work of Author B and note that he/she, in turn, cited the work of Author C;
- 2 – directly mention the work of Author C as well and cite it.

Do not forget that you can also use direct citations, that is why please use the quotation marks and when citing the source please note the page from which this quotation was taken.

You should be absolutely sure that you did not violate the principles of publication ethics. If there are at least small doubts that there can be loanwords in your text, we kindly ask you to check the manuscript for plagiarism by yourself using the special instruments (plagiarism detection software).

The deadline for revisions is 2023-10-09

To revise a manuscript please don't forget to log in to the system and to upload a revised manuscript!

Kind regards,

Viktoriiia Obrayt
Managing Editor
Journal Innovative Marketing

MA8702: Notification on Submission

1 message

v.obravyt@manuscript-adminsystem.com <v.obravyt@manuscript-adminsystem.com>

Tue, Nov 21, 2023 at 12:52 AM

To: florentina@umn.ac.id

Dear Florentina Kurniasari,

the manuscript Investigation on the impact of online trust-building mechanisms in e-marketplace repurchase intention: Case study of Lazada Indonesia, submitted to Innovative Marketing Journal, needs to be revised.

Comments:

Once again, please fulfill the previous comments and requirements for the manuscript.

The authors should NOT write "Investigation on ..." in the title because all articles are research. What are "online trust-building mechanisms"? This fragment in the abstract should be significantly shortened and written out more clearly, without repetition - "Indonesia's e-commerce industry is developing with internet users. Despite Indonesia's large in-ternet user base, e-commerce transactions are still low compared to other Asia Pacific nations. In the e-marketplace, buyers are more vulnerable to opportunistic sellers than in single-merchant online stores. Therefore, e-marketplaces should construct online trust-based methods to eliminate ambiguity and build trust to reduce these fraudulent practices. Despite many studies on online trust-based mechanisms, most focus on initial purchase intention".

Are these really "online trust-building mechanisms — the perceived usefulness of institu-tional-based mechanisms (PUIBM), the perceived usefulness of seller-based mechanisms (PUSBM), and the perceived usefulness of experience-based mechanisms (PUEBM) ???"

Are these really mechanisms? Are these established concepts? Do these 231 Lazada Indonesia customers know these mechanisms? The result in the abstract is not presented concretely enough. The introduction is miswritten. We wrote you the following - "The introduction is a half-page - a page of text devoted to the relevance of the research topic and the formulation of the SCIENTIFIC problem (in which this research is being conducted) as a whole. You should not conduct a literature review here. There is no need for a literature review here. It is not necessary to tell how the research will be conducted, how the article is structured, what is the purpose of the research and what tasks the authors will solve." It's not done.

We wrote you the following: "The review should be concluded with 2-3 generalizing sentences. Then the purpose of the study should be formulated. After that, formulate hypotheses (right here, all together, and do not insert text between them). As for the hypotheses, they should be formulated clearly and unambiguously! They should be clear and not repeat each other." It's not done!!! The conclusions should be increased in volume and written out as we recommended! Everything else.

Please download the document "[MA8702m3_MA8702m2_plagiarism report.pdf](#)" (see right column File).

Our journal strictly observes the principles of publication ethics, including when talking about citing the works of other scientists and the works they published earlier. Any loanwords, including text loans (even insignificant), are unacceptable without mentioning their author.

We kindly ask you to pay attention to the widespread problem of wrong citation when Author A somehow gives (mentions, retells) the text fragment from the work (published by Author B), which contains the reference to other work (published by Author C).

In this case there are two options of correct citation:

- 1 – cite the work of Author B and note that he/she, in turn, cited the work of Author C;
- 2 – directly mention the work of Author C as well and cite it.

Do not forget that you can also use direct citations, that is why please use the quotation marks and when citing the source please note the page from which this quotation was taken.

You should be absolutely sure that you did not violate the principles of publication ethics. If there are at least small doubts that there can be loanwords in your text, we kindly ask you to check the manuscript for plagiarism by yourself using the special instruments (plagiarism detection software).

The deadline for revisions is 2023-11-27

To revise a manuscript please don't forget to log in to the system and to upload a revised manuscript!

Kind regards,

Viktorii Obravt
Managing Editor
Journal Innovative Marketing