
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,

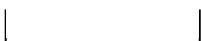
Just to inform. I submitted the revised article in the system since Oct 6th, 2023. Thank you

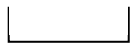
Regards,

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

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