

BUKTI KORESPONDENSI

ARTIKEL JURNAL

Judul Artikel : Do you (still) hire celebrities to increase purchase intention?

Jurnal : International Journal of Business Ecosystem & Strategy

Penulis : Sri Setyo IRIANI

No	Perihal	Tanggal
1	Bukti konfirmasi submit	18 November 2021
2	Bukti konfirmasi acceptance	30 November 2021
3	Bukti konfirmasi published	10 Desember 2021



Sri Setyo Iriani . <srisetyo@unesa.ac.id>

[IJBES] Submission Acknowledgement

1 pesan

Umit Hacıoglu <editor@bussecon.com>

18 November 2021 pukul 11.10

Kepada: Sri Setyo Iriani <srisetyo@unesa.ac.id>

Sri Setyo Iriani:

Thank you for submitting the manuscript, "Do you (still) hire celebrities to increase purchase intention?" to International Journal of Business Ecosystem & Strategy (2687-2293). With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

Submission URL: <http://www.bussecon.com/ojs/index.php/ijbes/authorDashboard/submission/268>

Username: srisetyoiriani

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Umit Hacıoglu

[International Journal of Business Ecosystem & Strategy \(2687-2293\)](#)



Sri Setyo Iriani . <srisetyo@unesa.ac.id>

Editorial Decision IJBES (Urgent)

1 pesan

Bussecon International <editor.bussecon@gmail.com>
Kepada: "Sri Setyo Iriani ." <srisetyo@unesa.ac.id>

30 November 2021 pukul 20.10

Dear Sri Setyo Iriani:

We have reached a decision regarding your submission to International Journal of Business Ecosystem & Strategy (2687-2293), "Do you (still) hire celebrities to increase purchase intention?".

Our decision is to: Accept Submission

Indexing will start sooner following the release of the issue. We anticipate closing the editorial workflow as soon as we complete the copyediting process of accepted papers. Therefore, it is crucial to make necessary revisions to your article and send the 130 USD article processing fee at your earliest convenience (**no more than 03 December**)

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Please kindly find attached the managing editor's requirement list below this email. Requirements are mainly related to the paper's methodology and organization of the text which must be checked. IJBES's editorial office kindly expects you to adopt the required changes accordingly with the journal methodology.

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We attached the payment options, sample title page, and review reports for your consideration.

Kindly **confirm** the receipt of this email.

We look forward to hearing from you.

Best Regards

Umit Hacioglu

Professor at IHU

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Reviewer A:

This paper questioning the celebrities to increase purchase intention fits the scope of the International Journal of Business Ecosystem & Strategy. However, it should be improved based on the structure, literature, implications.

-The title reflects the importance of the topic, generic contribution, or logical connection with the research question and find.

- *for empirical studies*, IJBES uses ILRIC methodology for research papers(Abstract, Introduction, Literature Review, Methodology, Implications, and Conclusions). Please check your paper's structure. *For theory-based studies*, it is not a necessity. Instead of ILRIC, you can build clear titles and subtitles. But it should be in harmony or reflecting inductive or deductive methods.

- The abstract should be summarized into 250-270 words max., including research objective, method, model or analysis, main findings, and the underlined conclusion in the study. The abstract should not be in separate paragraphs. JEL classification is essential to classify the field.

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- a literature review is necessary for empirical studies. Theoretical background and empirical studies should be clearly examined and the hypothesis should be linked to studies for empirical studies. For empirical studies, authors should consider segmenting literature review part into two main divisions: Theoretical background and conceptual framework, and Emprical Review and Hyptothesis development. For the theory-based studies, logical connection between the parts is very important.

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Some references are missing and not in good form with APA style.

Decision: Accepted

Recommendation: Accept Submission

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Sri Setyo Iriani . <srisetyo@unesa.ac.id>

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Umit Hacıoglu <editor@bussecon.com>

10 Desember 2021 pukul 23.19

Kepada: Sri Setyo Iriani <srisetyo@unesa.ac.id>

Dear Sri Setyo Iriani, You have been listed as a co-author on the manuscript submission "Do you (still) hire celebrities to increase purchase intention?" to {\$journalName}. To confirm your authorship, please add your ORCID id to this submission by visiting the link provided below. https://orcid.org/oauth/authorize?client_id=APP-B9LWZ06RGJXFD4XD&response_type=code&scope=%2Fauthenticate&redirect_uri=https%3A%2F%2Fbussecon.com%2Fojs%2Findex.php%2Fijbes%2Forcidapi%2ForcidVerify%3Ftoken%3Da5fc8c43f32888d7acbb229914d39a35%26publicationId%3D220 If you have any questions, please contact me. {\$editorialContactSignature}

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