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## COVER LETTER

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Submission date: July 9, 2019

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**Author:**  
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Personal university web page:  
Email:  
Phone:  
Submission date:

**Dear Editor,**

Attached is the manuscript to be considered for publication in the «**INNOVATIVE MARKETING**» journal titled «**IDENTIFYING GREENNES OF MARKETING STRATEGY ON SELECTED COMPANIES IN INDONESIA**».

The material submitted for publication is my (our) own original work which I (we) agree to submit and publish in «**INNOVATIVE MARKETING**» journal. This work has not been submitted anywhere else and is not under consideration by any other journal and/or conference committee. I (we) am (are) responsible for all materials presented in the manuscript and confirm that any part of it doesn't contain plagiarism in all its forms.

Signature

Author

Maria Y.D.Hayu Agustini

Sentot Suciarto Athanasius

Berta Beki Retnawati

\*please fill in this form, print, sign (handwritten signatures), scan and send us by e-mail



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Signature

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Author

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Maria Y.D.Hayu Agustini

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Sentot Suciarto Athanasius

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Berta Bakti Retnawati

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\*please fill in this form, print, sign (handwritten signatures), scan and send us by e-mail

v.matiukhina@manuscript-adminsystem.com

7:13 PM (2  
hours ago)

to me

duplicate you the comments from November, 8 :

Dear Maria Yosephine Dwi Hayu Agustini,

the manuscript HOW GREEN THEIR MARKETING STRATEGY?, submitted to Innovative Marketing Journal, needs to be revised.

**Comments:**

Good afternoon.

I've just got the answer from the Editorial Board and would like to inform you that your manuscript needs to be improved.

Comments are presented below:

- "It is necessary to more precisely concise the name of the companies on the type of their activity. Indicate in the Abstract what companies, in which area, from where the author investigated. Why are these companies was selected? → add the information about the products produced by the companies and reasons for selecting them.
- Specify the title of the article, taking into account the main trends of a sustainable economy → Change the title to emphasize the area of green marketing and the context of developing country.
- The introduction should only demonstrate the relevance of the study and should not devote the text to anything else. → delete the paper outline presented in the last paragraph.
- Conduct an analysis of companies' work on implementing green strategies.--> add a section titled green practices to show the companies' implementation of green
- There is no justification for forming exactly such a structure of cluster codes. The codes, indicated by the author should clearly reflect the research area. The author is welcome to use the codes from two or three areas if they are covered in the research --> add justification for using Nvivo that results in structure of cluster codes. Codes have already been intended to as the comment means, i.e. assign codes that deliberately reflect the research area as clearly as possible. The author does not change the codes but the interpretation. Otherwise, it will affect the whole process in Nvivo. Tracing back a code may need to scrutinize all statements involved in the code and this takes time.
- The purpose of keywords is to provide the insight to the reader into the contents of the paper. They should reflect the area of the research. The number of keywords should be 5-10 in average. There should not be the sentences, but the words or word groups. If the object of the study is not mentioned in the title of the paper (including the country, the region), it should be added to the list of keywords. There is no need to replicate words from the title of the manuscript.--> no changes since the keywords have been done so
- Suggestions for future research on this topic should be submitted. → adjustments have been made regarding to suggestions for future research since they are already there. The adjustments hopefully clarify the suggestions
- Conclusions need to be reduced and show the main.--> it has been done as suggested

The deadline for revisions is 2019-11-14

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

Kind regards,

Valeria Matiukhina  
Managing Editor  
Journal Innovative Marketing



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22<sup>th</sup> of November, 2019

Maria Hayu Agustini  
PhD, Associate Professor  
Soegijapranata Catholic University  
Indonesia

## ACCEPTANCE LETTER

Dear Maria Hayu Agustini,

We are pleased to inform you that your manuscript “IDENTIFICATION THE GREENESS OF MARKETING STRATEGIES: PERSPECTIVE OF A DEVELOPING COUNTRY”, co-authored with Sentot Suciarto Athanasius, Berta Bakti Retnawati, has been double blind peer-reviewed and accepted for publication in the international journal “Innovative Marketing”, which is scheduled to be published in Volume 15, Issue 4, 2019.

With cordial regards,  
Valeria Matiukhina

Managing Editor  
International research journal  
“Innovative Marketing”

E-mail: [v.matiukhina@businessperspectives.org](mailto:v.matiukhina@businessperspectives.org)

**v.matiukhina@manuscript-adminsystem.com**

Nov 30, 2019, 4:12 PM  
(2 days ago)

to me

Dear Maria Yosephine Dwi Hayu Agustini,

Your article "Identification of green marketing strategies: perspective of a developing country" has been published on the 30th of November, 2019.

I hasten to inform you about the release of your article (Issue 4, 2019 of IM journal).

url- <https://businessperspectives.org/journals/identification-of-green-marketing-strategies-perspective-of-a-developing-country>

doi- [http://dx.doi.org/10.21511/im.15\(4\).2019.04](http://dx.doi.org/10.21511/im.15(4).2019.04)

For popularization of article, we encourage you to upload the paper on IDEAS, SSRN, Google Scholar, ResearchGate etc. whenever possible.

Your paper is already included to Google Scholar. The journal's Google Scholar page is here: <https://scholar.google.com.ua/citations?hl=ru&user=OYej39QAAAAJ>

You can read more how to promote your paper here: <https://businessperspectives.org/for-authors-editors/article-promotion>

Please pay attention that you are obliged to indicate weblink on the journal.

We will be grateful for your help in promoting your article and our journal in general at your university and through other possible communication channels

Also, I kindly invite you to submit the new paper for consideration to the International Research Journal "Innovative Marketing" another time as well.

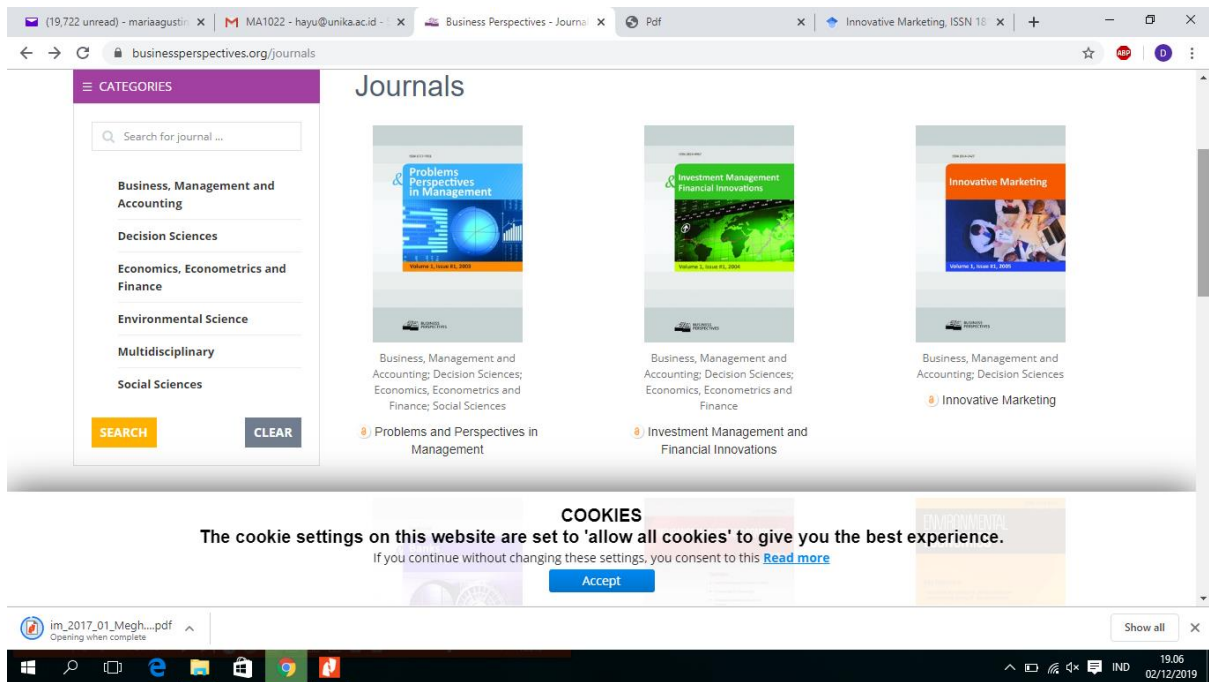
Wish you all the best!

With best regards

Valeria Matiukhina

Managing Editor | International Research Journal "Innovative Marketing" | LLC "CPC "Business Perspectives"

[v.matiukhina@businessperspectives.org](mailto:v.matiukhina@businessperspectives.org) | <https://businessperspectives.org/journals/innovative-marketing#general-information> | <http://www.businessperspectives.org>



v.matiukhina@manuscript-adminsystem.com

2:13 PM (3 hours ago)

to me

Dear [Maria Yosephine Dwi Hayu Agustini](#),

Good morning,

I would like to inform you that your manuscript titled "IDENTIFICATION THE GREENESS OF MARKETING STRATEGIES: PERSPECTIVE OF A DEVELOPING COUNTRY" has been accepted for publication, and will be published in issue 4, 2019 of the journal "Innovative Marketing".

Article processing charge (APC) for "Innovative Marketing" for the authors with affiliation in lower middle-income countries 450 €. APC covers the costs of the publication process, including peer-review administrating, copy editing, hosting the files etc. Business Perspectives does not employ submission or reviewing charges.

<https://data.worldbank.org/income-level/upper-middle-income>  
<https://businessperspectives.org/journals/innovative-marketing#article-processing-charge>

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As soon as the payment will be done, I'll provide you with APC confirmation letter to let you have the reimbursement from your institution (if you need).  
Also we propose to order a hard copy of the journal for 125 euro per one copy.

We offer 3 methods of payment: 1) by invoice; 2) by bank transfer; 3) to pay online on our web-site via a credit card.

*Please, let me know, which one is convenient for you?*

I send you a publication agreement and acceptance letter. Please tick the box in points 1-8 of the agreement (in which Authors confirm that there is no conflict of interest to be declared).

I look forward to hearing from you soon.

Kind regards,

Valeria Matiukhina

Managing Editor | International Research Journals| LLC "CPC "Business Perspectives"

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Dear [Maria Yosephine Dwi Hayu Agustini](#),

Please add more JEL codes. (1-2)

Please also send Figure 1 in the original format? (in the diagram editor). Not like a picture. Like Diagram in the attached example. (This is necessary for formatting and layout of the article)

Kind regards,

Valeria

**From:** Dwi Hayu Agustini <[hayu@unika.ac.id](mailto:hayu@unika.ac.id)>

**Sent:** Thursday, November 21, 2019 8:47 AM

**To:** [v.matiukhina@manuscript-adminsystem.com](mailto:v.matiukhina@manuscript-adminsystem.com)

**Subject:** Re: MA1022



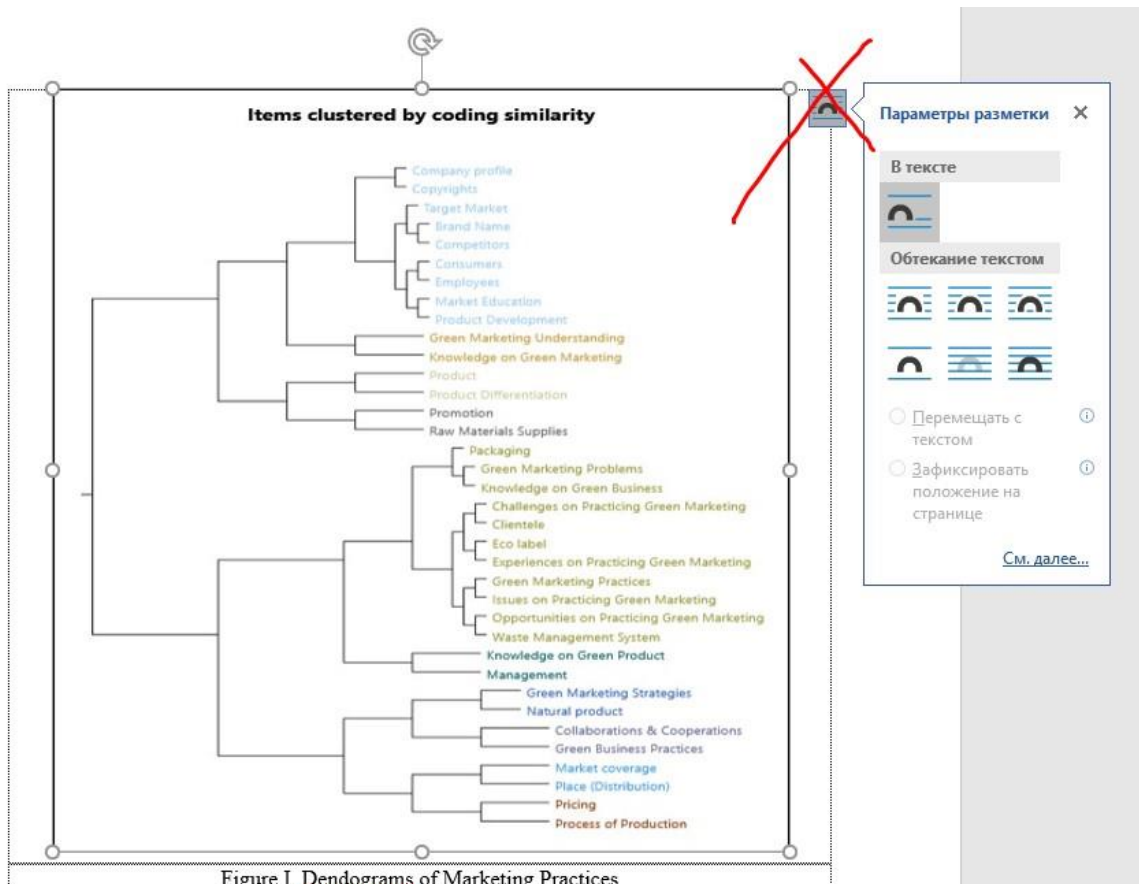


Figure I. Dendograms of Marketing Practices

