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Dwi Hayu Agustini <hayu@unika.ac.id> to Viktoria

Tue, Jul 9, 1:19 PM

Dear Viktoria,
Herewith, I submit our manuscript titled "How Green Their Marketing Strategy?" for publication in Problems and Perspectives in Management. Please find the attached manuscript file in Word and PDF and the cover letter as required.

We are expecting to hear from you in your earliest time for any follow up we may need to take.

regards,
Maria Hayu Agustini
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3 Attachments

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PPM-how green th...
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21:25
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Katerina Maschenko, Managing Editor of PPM journal <k.maschenko@businessperspectives.org> to me

Jul 9, 2019, 1:32 PM

Dear Maria Hayu Agustini,

Thank you very much for your interest in our journal!

Could you be so kind to submit it via our website? <https://manuscript-adminsystem.com/>
We can't accept submitted manuscripts on emails.

All needed information you may find on our website
<https://businessperspectives.org/journals/problems-and-perspectives-in-management>

Pay attention that the manuscript should be structured according to Submission Guidelines:
<https://businessperspectives.org/journals/problems-and-perspectives-in-management#submission-guidelines-for-authors>

Thank you in advance!

With kind regards,
Katerina Maschenko

Managing Editor | International Research Journal | LLC "CPC "Business Perspectives"
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Cover_letter_form...

Dwi Hayu Agustini <hayu@unika.ac.id> to Katerina

Jul 9, 2019, 3:35 PM

Dear Katerina,
Thank you for your information on article submission. I did it as you suggested and it has been successfully submitted.

We are expecting to hear from you soon on the follow up.

Regards,
Maria Hayu Agustini

Reply Forward

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21:26 13/09/2019

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MA915

Katerina Maschenko, Managing Editor of PPM journal <k.maschenko@businessperspectives.org> to me

Fri, Jul 12, 7:57 PM

Dear Maria Yosephine Dwi Hayu Agustini,

Hope you are doing well.
Sending you Cover Letter form. Please, fill in it, print, sign and upload to the System (<https://manuscript-adminsystem.com/>).

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Sincerely yours,
Katerina Maschenko

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21:27 13/09/2019

REVIEWERS' NOTES

Dear Prof. Maria Hayu Agustini,

We have pleasure in informing you that the reviewing process was completed. Here are the comments concerning your manuscript:

The manuscript corresponds PPM Journal scope and matches the topic 'Data Collection and Data Estimation'. The level of English is appropriate and of publishing standards.

The most of the key words are appropriate, however, some of them (such as internationalization, International business, enhancement techniques etc.) are quite generic; besides it would be better to highlight the key words relevant to data collection .

The role of theory is evident, however theoretical framewor could be more sufficient and celarly defined.

The research approach is appropriate, but research methods could be explained more clearly and argued in the context of the research questions.

In addition:

1. More JEL Codes should be added.
2. Although the research methods are pointed out in the text, the manuscript doesn't contain such a section.
3. The results are not properly substantiated. Moreover, the manuscript doesn't contain any tables, figures, graphs, etc. to prove the results.
4. The conclusion section looks rather theoretically.
5. The reference list should include more relevant literature, e.g. internet sources.

So you are kindly requested to study this material and work on the comments as the paper is very interesting with minor revisions.

Please revise the paper according to the above mentioned referees' comments (**strikethrough font for all deleted text and red marked symbols for inserted text**) and send me back a revised version of the paper along with a separate file named **Response to the Reviewers** (please explaine point by point all made revisions; in case of inpossibility of performance of some point please state the reasons).

Please make references list active (insert clickable link if literature source can be found online) in case it is applicable for the source. <http://businessperspectives.org/sample-articles-and-instructions>

I should greatly appreciate an early reply.

RESPONSE TO THE REVIEWERS

Dear the Reviewers,

First of all, I would like to thank you for your valuable suggestions. I agree your suggestions can increase the quality of the manuscript since I might miss some details. In order not to miss any single of your suggestions, allow me to response in sequence as follows.

1. I thank you that the manuscript is considerably in the PPM Journal scope, topic, and publication standards. I have tried to comply with them in order to possibly give appropriate contribution to the journal.
2. Regarding to the keywords, I do agree to highlight those relevant to data collection since it is the main topic of the manuscript and some of them to be more specific. For following this up, I change some of the keywords into more specific ones by combining two into one (i.e. response rate and enhancement techniques become response rate enhancement techniques), deleting those that are irrelevant to the data collection (i.e. small firms and internationalization), modifying it (i.e. international business becomes international business research), and adding a new one (i.e. nonresponse bias). The new one is to emphasize the common problem in a survey.
3. In order to define theoretical framework more clearly, the paragraphs in the literature review are devided into sub-sections and a subheading is applied for each sub-section. The subheadings are intended to give clear picture about the framework. Further elaborations are given to the section in order to define the concept more sufficiently.
4. I have added another JEL Code, that is F2 that covers international business to identify the context of the manuscript. Searching for more codes did not result in other relevant codes. Thus, there are only two relevant codes: M16 and F2.
5. Since the manuscript is more a conceptual paper intending to propose alternate method for survey in relation to response-rate issue, I intentionally did not provide the research methods section in the writing organization. Even though, it was built based on a research but it does not specifically address the research itself. It rather focuses on survey and its common problem (i.e. low response-rate) and how to deal with it. Thus, research methods section is possibly equally to the result and it is already argued in the context of the purpose of the paper.
6. A table summarizing the methods and the response-rate is added. The table can possibly substantiate the result more clearly, that is survey by knocking the door can reach high response-rate compared to other surveys.
7. The conclusion section is intended to show a proposed survey method (i.e. survey by knocking the door) for IB research. It may look rather theoretically because of conceptual

arguments given to support the conclusion. It actually addresses practical implications in applying the survey method (advantages and disadvantages).

8. Regarding to the reference, I added some relevant literature from the internet sources in the list.

I hope the revisions have addressed all the issues and satisfy your expectation. Anything need to be followed up further, please don't hesitate to contact me.

Sincerely yours,

Maria Hayu Agustini



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head@businessperspectives.org

18th of April, 2018

Maria Hayu Agustini
Dr., Faculty of Economics and Business
Soegijapranata Catholic University
Semarang
Indonesia

ACCEPTANCE LETTER

Dear Maria Hayu Agustini,

We are pleased to inform you that your manuscript “SURVEY BY KNOCKING-THE-DOOR AND RESPONSE-RATE ENHANCEMENT TECHNIQUE IN INTERNATIONAL BUSINESS RESEARCH” has been double blind peer-reviewed and accepted for publication in the international journal “Problems and Perspectives in Management”, which is scheduled to be published in Volume 16, Issue 2, 2018.

With cordial regards,
Viktoriiia Koilo

Editorial Assistant
International research journal
“Problems and Perspectives in Management”

E-mail: v.koilo@businessperspectives.org

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Sincerely yours,

Maria Hayu Agustini

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2. The Author confirms that there is no conflict of interest to be declared. Please check the box if you agree with this statement.



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