

Date : May 7<sup>th</sup> 2019

No : 114 /Letter of Acceptance/ICOI-2019/Committee

To:

1. Retno Yustini Wahyuningdyah, SOEGIJAPRANATA CATHOLIC UNIVERSITY
2. MG Westri Kekalih Susilowati, SOEGIJAPRANATA CATHOLIC UNIVERSITY
3. Widuri Kurniasari, SOEGIJAPRANATA CATHOLIC UNIVERSITY

Email: retno\_yustini@unika.ac.id

**Subject: Letter of Acceptance, ICOI 2019, Ulsan University - South Korea**

I am pleased to inform you that your papers submitted for 2019 International Conference in Organization Innovation (ICOI), July 20<sup>th</sup> – 22<sup>nd</sup> 2019, in Ulsan – South Korea, has been accepted to be presented in the conference.

Paper Title:

- STRENGTHENING MARKETING MIX PERFORMANCE TO ENHANCE THE COMPETITIVENESS OF TOURISM MSMEs USING IMPORTANCE PERFORMANCE ANALYSIS APPROACH
- Paper No. ICOI-114

For your papers to be presented in the ICOI conference and included in the proceeding, your Payment and Registration form has to reach us no later than May 22<sup>nd</sup> 2019, otherwise it will be regarded as withdrawn automatically.

If you require any further information, please do not hesitate to contact the Indonesian Committee of ICOI via email [icoi.contact@gmail.com](mailto:icoi.contact@gmail.com) ; or visit our website at <http://icoi.fmi.or.id/>

We look forward to seeing you at the conference.

Regards,

*Dr. Frederick L. Dembowski*

**Dr. Frederick L. Dembowski**  
ICOI 2019 – Honorable Chair  
President, IAOI Association USA

*Sri Gunawan*

**Sri Gunawan, DBA.**  
ICOI 2019 – Conference Co-Chair  
President, FMI Association Indonesia

*PS: This Acceptance Letter can be used for Visa Application*



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## LETTER OF INVITATION

Date: May 7<sup>th</sup> 2019

On behalf of the Conference Organizers, The 2019 ICOI Conference Committee in Ulsan University, is pleased to extend our invitation to,

Name / University:

1. **Retno Yustini Wahyuningdyah**, *SOEGLJAPRANATA CATHOLIC UNIVERSITY*
2. **MG Westri Kekalih Susilowati**, *SOEGLJAPRANATA CATHOLIC UNIVERSITY*
3. **Widuri Kurniasari**, *SOEGLJAPRANATA CATHOLIC UNIVERSITY*

to attend the 2019 International Conference on Organizational Innovation (ICOI), and also to share and exchange research interests and applications with others conference participators in July 20<sup>th</sup> – 22<sup>th</sup> 2019, in Ulsan University, South Korea.

Further information of the ICOI conference can be found at <http://icoi.fmi.or.id/>

Looking forward to seeing you in the 2019 ICOI in Ulsan University – South Korea



Dr. Charles Shieh

Executive Director

the international Conference of  
Organizational Innovation  
<http://www.iaoiusa.org/icoi/>  
Email:charles@iaoiusa.org

**REVIEWER FORM**  
**ICOI 2019**

**ID - ICOI** : **114**

**Authors** : Retno Yustini Wahyuningdyah (Corresponding Author)  
Email = retno\_yustini@unika.ac.id

**Paper Title** : **STRENGTHENING MARKETING MIX PERFORMANCE TO ENHANCE THE COMPETITIVENESS OF TOURISM MSMEs USING IMPORTANCE PERFORMANCE ANALYSIS APPROACH**

**REVIEW**

*(Choose preferred answer)*

A.  
B.  
C.

**Signed & Reviewed Date:**

**D. Paper ACCEPTED with following revision:**

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1. Abstract	No Revision
2. Introduction	No revision
3. Literature Review	No revision
4. Research Method	Explain about your data collection ; Explain about your sampling technique
5. Result and Discussion	No revision
6. Conclusion	No revision
7. List of Reference	No revision
8. Others Revision	Check the English Translation and Proofread your Papers ; Check the ICOI 2019 submission guidelines to fit your paper format

## CALL FOR PAPERS

20<sup>th</sup> – 22<sup>nd</sup> July 2019

University of Ulsan  
South Korea

Joint Conference between  
University of Ulsan - South Korea  
International Association of Organizational Innovation (IAOI) - USA  
and Forum Manajemen Indonesia (FMI)

### Publication Opportunities

- ▶ The purpose of **ICOI 2019** to serve as a primary channel of knowledge sharing and the promotion of innovation internationally. An important goal of **ICOI 2019** is to promote learning from each other by exchanging ideas and views, and building networks.
- ▶ Academic will be provided with an opportunity to present and discuss their papers in the area of **Marketing Management, Finance, Human Resource, Strategic Management, Entrepreneurship & Innovation, Supply Chain Management & Information Technology.**

- ❖ All paper submitted to **ICOI 2019** will be sent to reviewers and evaluated based on originality, technical and research content. Paper should be in English language (proofread) with no more than 7 pages length in total for each paper. Award for "Outstanding Paper" will be made.
- ❖ All paper accepted by **ICOI 2019** will be Published in Online Proceedings and will be submitted for further indexing to **CPCI (The Conference Proceedings Citation Index, a Web of Science™ Core Collection database / ISI Thomson) and Scopus**
- ❖ Authors of selected excellent papers will be recommended by the Committee of **ICOI 2019**, to re-submit extended version of their paper, to the recommended Journals indexed by Scopus, listed in Proquest databases and distributed by EBSCO host.

### Deadline

▶ Call for Papers	January - May 2019 Review process takes about 10 working days and we would notify the acceptance as soon as review process is over.
▶ Full Paper Submission Deadline	1 <sup>st</sup> May 2019
▶ Notification of Acceptance	1 <sup>st</sup> March - 8 <sup>th</sup> May 2019
▶ Early Bird Registration & Payment Deadline	15 <sup>th</sup> May 2019
▶ Regular Registration & Payment Deadline	22 <sup>nd</sup> May 2019
▶ Conference Date	20 <sup>th</sup> - 22 <sup>nd</sup> July 2019

### Registration and Payment Details\*

	Worldwide Participant	Indonesian Participant (Discount Rp. 250.000 for FMI Member)	Student Participant
Early Bird Registration (up to 15 <sup>th</sup> May 2019)	USD 480	Rp. 3.850.000	Rp. 3.850.000
Regular Registration (16 <sup>th</sup> - 22 <sup>nd</sup> May 2019)	USD 520	Rp. 4.350.000	Rp. 3.850.000

\* ICOI conference fee does not include Journal Publication Fee

For paper submission and more information please contact:

 <http://icoi.fmi.or.id/>

 [icoi.contact@gmail.com](mailto:icoi.contact@gmail.com) | [charles@iaoiusa.org](mailto:charles@iaoiusa.org)

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Proceeding submitted  
for further indexing to:



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