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JOURNAL PUBLICATION - NOTIFICATION OF PAPER ACCEPTANCE – K29-258

PAPER TITLE: The influence of Gender towards Purchase Intentions at Shopee: Moderating Role of Brand Image and Marketing Content

We are pleased to inform you that on the basis of your submission the reviewers have accepted the above paper for publication in the following journal:

International Journal of Business, Economics and Law Vol. 29, August 2023 (ISSN 2289-1552) Impact Factor: 7.594 (SJIF Impact Factor evaluation)

South East Asia Journal of Contemporary Business, Economics and Law Vol. 29, August 2023 (ISSN 2289-1560). Impact Factor: 7.521 (SJIF Impact Factor evaluation)

Please submit your full paper as soon as possible. Email your paper and properly formatted full paper to klibel@hotmail.my in Microsoft Word before **31 AUGUST 2023**. Should you need extension please do not hesitate to contact us. Please be informed that submission fees of **USD80/MYR320** shall be paid to the bank account details before **31 AUGUST 2023***. Please remember to quote the paper reference number in any form of communications with us. We look forward to receive your revised paper in due course.

Yours sincerely,



Z. ROKMAN

Managing Editor

International Journal of Business, Economics and Law

South East Asia Journal of Contemporary Business, Economics and Law

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REVIEWERS' EVALUATION FORM

A. EVALUATION: Please rate the manuscript based on the following criteria.

	Excellent	Average	Poor		
1. Extent of contribution to the discipline in terms of:	5	4	3	2	1
a. Abstract manifest the whole paper		4			
b. Objectives were drawn clearly		4			
c. the theoretical/conceptual framework.		4			
d. originality (e.g. how innovative, creative, or provocative is the idea/approach).		4			
e. methodology (sampling, design, instrumentation, statistical analysis, etc.).		4			
f. the data presented and results obtained.		4			
g. the findings and implications to the discipline.	5				
2. If not a major contribution in terms of (1), does it nevertheless:					
a. provide a useful summary of the state of knowledge in the field?			3		
b. replicate existing work in a competent manner to provide further support/modification to existing hypotheses, models, theories, etc.?		4			
c. suggest applications useful to practitioners?		4			
3. Presentation of the paper in terms of:					
a. organization.		4			
b. writing style.	5				
c. language.		4			
d. clarity/readability.		4			

B. RECOMMENDATION

- Accept (publishable as it is)
- Return to author for VERY MINOR revisions
- Return to author for MINOR revisions
- Return to author for major revisions
- Reject

C. OTHER COMMENTS

- Abstract need more explanation in relation to the findings and research problems.
- Problem statement need more clarification in introduction section.
- Issues in **Purchase Intentions at Shopee** need more discussion.
- Literature review also need more discussion in which 5 recent years.
- Research methods need more explanation.
- Data collection methods, population, samples and respondents need further justification.
- Validity and reliability of data need more discussion.
- Discussion and conclusion also need to be improved. Discussion shall be supported and linked with LR dan research objectives.
- Significant contribution of the paper shall be highlighted.
- English proof reading is needed.
- Typo errors and grammatical issues shall receive more attention. Assure that citation in text shall be also included in the Reference list and vice versa.
- Reference style of writing shall follow APA style. More references need to be added.
- All authors are responsible to assure that anti-plagiarism check has been made using Turnitin and must not more than 20% similarity index.