

# Journal of Asia Business Studies

**Decision Letter (JABS-01-2019-0030)**

**From:** vikas.kumar@sydney.edu.au

**To:** adityatrojhan@gmail.com

**CC:**

**Subject:** Journal of Asia Business Studies - Decision on Manuscript ID JABS-01-2019-0030

**Body:** 23-May-2019

Dear Dr. Kusuma Putra,

Manuscript ID JABS-01-2019-0030 entitled "Antecedents and Consequence of Brand Management: Empirical Study of Apple's Brand Product" which you submitted to the Journal of Asia Business Studies, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

The reviewer(s) have recommended publication, but also suggest some minor revisions to your manuscript. Therefore, I invite you to respond to the reviewer(s)' comments and revise your manuscript.

To revise your manuscript, log into <https://mc.manuscriptcentral.com/jnlabs> and enter your Author Centre, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "Create a Revision." Your manuscript number has been appended to denote a revision.

You will be unable to make your revisions on the originally submitted version of the manuscript. Instead, revise your manuscript using a word processing program and save it on your computer. Please also highlight the changes to your manuscript within the document by using the track changes mode in MS Word or by using bold or coloured text.

Once the revised manuscript is prepared, you can upload it and submit it through your Author Centre.

When submitting your revised manuscript, you will be able to respond to the comments made by the reviewer(s) in the space provided. You can use this space to document any changes you make to the original manuscript. In order to expedite the processing of the revised manuscript, please be as specific as possible in your response to the reviewer(s).

**IMPORTANT:** Your original files are available to you when you upload your revised manuscript. Please delete any redundant files before completing the submission.

Because we are trying to facilitate timely publication of manuscripts submitted to the Journal of Asia Business Studies, your revised manuscript should be uploaded as soon as possible. If it is not possible for you to submit your revision in a reasonable amount of time, we may have to consider your paper as a new submission.

Once again, thank you for submitting your manuscript to the Journal of Asia Business Studies and I look forward to receiving your revision.

Yours sincerely,  
Assoc. Prof. Vikas Kumar  
Editor-in-Chief, Journal of Asia Business Studies  
vikas.kumar@sydney.edu.au

Associate Editor Comments:

Area Editor

Comments to Author::

Dear Author(s),

Thanks for submitting your manuscript. The reviewers have suggested for improvements and I ask you to incorporate their comments in your revised manuscript and submit online. Please be very careful not to disclose the name and affiliation of any of the co-authors in the manuscript when you submit your revised manuscript.

Warm regards,

AE

Reviewer(s)' Comments to Author:

Reviewer: 1

Recommendation: Minor Revision

## Comments:

The names of the authors are there in the paper, so it's difficult to review. The concept of the paper is good, but the literature review, analysis, and the conclusion parts lack robustness.

You can build on these parameters to enhance the quality of your paper.

## Additional Questions:

Importance of the Topic/Issues Addressed to the Field of Asia Business: Modest

Conceptual Rigour (Treatment of relevant literature, logical reasoning, etc.): Major problems

Methodological Rigor (Research design, sample, measures, and analysis) Skip if not applicable: Major problems

Clarity of the Objectives of the Paper: Minor problems

Clarity of Presentation/Readability of the Paper: Minor problems

Appropriateness of the Topic/Issues for the Journal of Asia Business Studies: Marginal

Contribution of the Paper in its Current Form to Advancing Knowledge Regarding Asia Business: Trivial contribution

Contribution of the Paper to Advancing Knowledge Regarding Asia Business if revised along suggested lines: Modest contribution

Reviewer: 2

Recommendation: Minor Revision

## Comments:

Quality of paper is good. Please shorten the result part and include implications.

## Additional Questions:

Importance of the Topic/Issues Addressed to the Field of Asia Business: Important

Conceptual Rigour (Treatment of relevant literature, logical reasoning, etc.): Outstanding

Methodological Rigor (Research design, sample, measures, and analysis) Skip if not applicable: Good

Clarity of the Objectives of the Paper: Good


Clarity of Presentation/Readability of the Paper: Good

Appropriateness of the Topic/Issues for the Journal of Asia Business Studies: Appropriate

Contribution of the Paper in its Current Form to Advancing Knowledge Regarding Asia Business: Important contribution

Contribution of the Paper to Advancing Knowledge Regarding Asia Business if revised along suggested lines: Important contribution

**Date Sent:** 23-May-2019

 Close Window



## Journal of Asia Business Studies

**Decision Letter (JABS-01-2019-0030.R1)****From:** vikas.kumar@sydney.edu.au**To:** mashur\_razak@yahoo.co.id, hidayat@stienobel-indonesia.ac.id, adityatrojhan@gmail.com, anslau08@yahoo.com, sanradewi1204@gmail.com**CC:****Subject:** Journal of Asia Business Studies - Decision on Manuscript ID JABS-01-2019-0030.R1**Body:** 21-Jun-2019

Dear Dr. Kusuma Putra,

It is a pleasure to accept your manuscript entitled "Antecedents and Consequence of Brand Management: Empirical Study of Apple's Brand Product" in its current form for publication in Journal of Asia Business Studies. The comments of the reviewer(s) who reviewed your manuscript are included at the foot of this letter.

By publishing in this journal, your work will benefit from Emerald EarlyCite. This is a pre-publication service which allows your paper to be published online earlier, and so read by users and, potentially, cited earlier.

Please note, EarlyCite is not a proofing service. Emerald operates a 'right first time' policy, which means that the final version of the article which has been accepted by the Editor will be the published version. We cannot allow further changes to the article once it has been accepted.

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If you would like more information about Emerald's copyright policy please visit the Information & Forms section in the Resources section of your Author Centre.

Thank you for your contribution. On behalf of the Editors of Journal of Asia Business Studies, we look forward to your continued contributions to the Journal.

Yours sincerely,  
Assoc. Prof. Vikas Kumar  
Editor-in-Chief, Journal of Asia Business Studies  
vikas.kumar@sydney.edu.au

**Associate Editor Comments:**

Area Editor

Comments to Author::

Dear Author(s),

I wish you good luck. I look forward to next submission to JABS.

Regards,

AE

**Reviewer(s)' Comments to Author:**

Reviewer: 1

Recommendation: Accept

**Comments:**

Suggestions have been included. Now it is ok for publication.

**Additional Questions:**

Importance of the Topic/Issues Addressed to the Field of Asia Business: Very Important

Conceptual Rigour (Treatment of relevant literature, logical reasoning, etc.): Good

Methodological Rigor (Research design, sample, measures, and analysis) Skip if not applicable:  
Outstanding

Clarity of the Objectives of the Paper: Good


Clarity of Presentation/Readability of the Paper: Outstanding

Appropriateness of the Topic/Issues for the Journal of Asia Business Studies: Appropriate

Contribution of the Paper in its Current Form to Advancing Knowledge Regarding Asia Business: Important contribution

Contribution of the Paper to Advancing Knowledge Regarding Asia Business if revised along suggested lines: Important contribution

**Date Sent:** 21-Jun-2019

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