Outlook

Global Knowledge, Memory and Communication - Decision on Manuscript ID GKMC-12-2023-0503.R1

From Global Knowledge, Memory and Communication <onbehalfof@manuscriptcentral.com>

Date Sat 2024-07-27 12:12 AM

To Budi Susila <budisusila512@usd.ac.id>; yonathan.handarkha@uajy.ac.id <yonathan.handarkha@uajy.ac.id>; t4t4n_inter@yahoo.com <t4t4n_inter@yahoo.com>; sundari.handoko@uajy.ac.id <sundari.handoko@uajy.ac.id>

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Attached standard file: * How-to-submit-a-copyright-form.docx;

26-Jul-2024

Dear Budisusila, Antonius ; Handarkho, Yonathan Dri; Handoko, Victoria

It is a pleasure to accept your manuscript GKMC-12-2023-0503.R1, entitled "Factors Affecting Traditional Micro Business (MB) to Continue Using E-Marketplace from Habit and Social Impact Perspective" in its current form for publication in Global Knowledge, Memory and Communication. Please note, no further changes can be made to your manuscript.

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Thank you for your contribution. On behalf of the Editors of Global Knowledge, Memory and Communication, we look forward to your continued contributions to the Journal.

Yours sincerely,
Prof. Judith Broady-Preston
Editor in Chief, Global Knowledge, Memory and Communication
jbp@aber.ac.uk

 Outlook

Emerald's green open access policy and self-archiving Instructions

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"Factors Affecting Traditional Micro Business (MB) to Continue Using E-Marketplace from Habit and Social Impact Perspective" - GKMC-12-2023-0503.R1

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(26-Jul-2024)
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This study proposes a theoretical model to understand the intention of Indonesian traditional Micro Businesses (MB) to continue using an e-marketplace.
This research involved the utilization and combination of habit formation and social impact theories to develop the model. A total of 162 responses were retrieved from the owners of traditional MB and used to validate the proposed model.
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Decision Letter (GKMC-12-2023-0503)

From: jbp@aber.ac.uk

To: yonathan.handarkha@uajy.ac.id, t4t4n_inter@yahoo.com

CC:

Subject: Global Knowledge, Memory and Communication - Decision on GKMC-12-2023-0503

Body: 18-Jun-2024

Dear Mr. Handarkho,

Manuscript ID GKMC-12-2023-0503 entitled "Factors Affecting Traditional Small and Micro Business (SMB) To Continue Using E-Marketplace From Habit And Social Impact Perspective" which you submitted to Global Knowledge, Memory and Communication, has been reviewed. The comments of the referee(s) are included at the bottom of this letter.

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

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Prof. Judith Broady-Preston
Editor in Chief, Global Knowledge, Memory and Communication
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Referee(s)' and Associate Editor Comments to Author:

Referee: 1

Recommendation: Minor Revision

Comments:
This is an interesting and highly readable paper. The approach is differentiated from previous research, and the rationale for it is clear. The data collection and analysis is sound, and the hypotheses appropriately tested and evaluated. My only (very minor) criticism is that the authors don't explain their theoretical contribution very well and could make the practical implications clearer too. I have recommended 'minor revision' solely to give the authors the opportunity to do this bit of improvement.
There are a few minor grammatical/communication points, but overall, this is a sound piece of research and well-written. I am happy to re-review it but also happy if the editors wish to sign this off themselves.

Additional Questions:
1. Originality: Does the paper contain new and significant information adequate to justify publication?: Yes, the paper presents an alternative approach to evaluating seller intention to use e-marketplaces from the perspective of a single owner of a business, rather than as an organisational decision. The research is contextualised into Indonesian society, which is collectivist, and the study is strongly based in theoretical literature.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Excellent, this uses a good range of highly relevant literature to develop the hypotheses

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: The model and instrument are drawn from appropriate models in existing literature, and enable the hypotheses to be addressed. The criteria, recruitment method, and data analysis are all clearly presented. The method employed is appropriate to the study.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Results are clear and detailed; they explain which hypotheses are supported and which not, and they offer a reason behind this. The direct, indirect and modifying effects are appropriately explained. The statistical analysis has been well-done.
The discussion of age and gender is particularly good in this context, and I commend the authors for having provided good analysis here. The results are also evaluated in the context of the existing literature.

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Theoretical and practical implications are provided. Both are good but I have some suggestions for making them better.
The theoretical could be a little clearer, i.e,, it could state that the model developed is novel.
The practical implications mention 'stakeholders' but there's no information provided about who those stakeholders are - Government? Business associations? e-marketplace vendors? Without knowing who will benefit, these implications are weaker than they need to be. The first paragraph in 5.3 should state this, then perhaps break down some of the implications for each different stakeholder group. For example, the third paragraph seems to be addressed at vendors, so a sub-heading: Implications for vendors, could be added.

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Please choose keywords from the GKMC list. Please do not use SMB for small and micro businesses - it is not an acceptable keyword (nor is it used to include micro businesses (it's generally used for medium-sized ones). Please spell this out throughout the paper and also be consistent (is it 'small and micro businesses' or 'small micro business' - you have used both).
Use UK spelling not US spelling (e.g., behaviour not behavior).
Other than this, there are only a few minor errors in the paper, and I commend the authors for their attention to detail.

Referee: 2

Recommendation: Minor Revision

Comments:
Thank you for this interesting work. Some refinement of the description of the case study, including clearer contextual information will strengthen the paper.

Additional Questions:
1. Originality: Does the paper contain new and significant information adequate to justify publication?: Yes. this is important research that is well developed.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Yes. However there is some of literature specific to Indonesia in relation to use of technology that is not included. E.g. Merlyna Lim.
It would be useful to have more general literature on media and technhology use in Indonesia for global audiences.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: yes. I would like to see some more work on clarifying the Indonesian context. Is this a case study? across the entire diverse nation of Indonesia? Sentences like 'Indonesians are part of a collectivist society, meaning ...' are not very helpful as they generalise the diversities in Indonesia. A global audience needs to know what is different in Indonesia to other markets, and how variations occur across Indonesia.
Mention Yogyakarta up front, and develop a picture of how and why it was chosen as a case study. Why are there so many SMEs there? why is this study significant.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: yes.

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: This is an important paper with clear implications. The research is useful for further studies. It should be published open access.

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of

the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Yes, it is well written. It could include more references to this journal.

Associate Editor
Comments to the Author:
Thank you for submitting your paper for consideration. The reviewers have provided helpful feedback to help you to progress your work further. These are minor aspects, i.e.
- Please can you make the practical implications a little clearer.
- As part of this, some refinements of the description of the case study, including clearer contextual information would be useful.
Hence, the Minor Revision recommendation.

Date Sent: 18-Jun-2024

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CC:	
Subject:	Global Knowledge, Memory and Communication - Decision on Manuscript ID GKMC-12-2023-0503.R1
Body:	26-Jul-2024

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