

2nd Review

HUST SEM <icech.sem.hust@gmail.com>

Tue 10/17/2023 7:34 AM

To: WIDYARSO ROSWINANTO <WID@ppm-manajemen.ac.id>

 1 attachments (19 KB)

Review - ICECH2023 - MKT21.docx;

Dear Author,

Congratulations! Your paper has been accepted. Please kindly follow the registration and payment process on our website:
<http://icech.hust.edu.vn/>

Additionally, please complete and upload on our website 3 following forms:

- Extended abstract
- Copyright form
- Publication form

You can find all the templates in the link below:

<https://icech.hust.edu.vn/category/show?id=11>

Thank you!

Best regards,

ICECH-HUST

International Conference on Emerging Challenges (ICECH) 2023: Smart Business and Digital Economy

Email : ICECH@hust.edu.vn or ICECH.SEM.HUST@gmail.com

Website: <http://icech.hust.edu.vn/>

Tel: +84-4 3869 2304

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11th International Conference on Emerging Challenges: Smart business and digital economy

November 3-4, 2023

PAPER REVIEW FORM

ID of Paper	MKT21
Title of Paper	Celebrity vs Non-Celebrity Influencer: Which one Produce Stronger Brand Responses?
Review date	16/10/2023

	Yes	No
1) Is the paper in accordance with the aim of the conference?	X	
2) Is the paper original?	X	
3) Does the article contribute to existing knowledge?	X	
4) Do the title, abstract and key words reflect the content of the article?	X	
5) Are relevant resources properly cited in the paper?	X	
6) Are used methods appropriate?	X	
7) Are conclusions of papers sufficiently justified?	X	
8) Is the paper properly formatted?	X	

	Accept, without modification	Accept, with modification	Reject
Do you accept or reject the paper?	X		

If you accept with modification or reject, please state your reasons

Reviewer

ICECH2023 - Final Agenda and Presentation Schedule (Link Online)

HUST SEM <icech.sem.hust@gmail.com>

Wed 11/1/2023 9:57 PM

📎 2 attachments (2 MB)

Final Agenda 1.11.2023 .pdf; Presentation Schedule ICECH2023 01.11.pdf;

Dear Author,

Please find attached the Final Agenda and Presentation Schedule for ICECH 2023.

There is a list of links for Online Sessions (all the links have been added into the Presentation Schedule):

1. Hybrid Session ([Conference Opening, Keynote Speakers, Roundtable Discussion and Closing Ceremony](#))

<https://zoom.us/j/91357407905?pwd=Q0xMaEhNcDBUK2ZmR0tMZkdMZE1DQT09>

Passcode: 398163

2. Online Session ([Panel A4, B4, C4](#))

<https://zoom.us/j/92985561044?pwd=QklwUWZzS2M1cktyWVhwWUxVK2dSZz09>

Meeting ID: 929 8556 1044

Passcode: 288884

3. Online Session ([Panel A5, B5, C5](#))

<https://zoom.us/j/93144881060?pwd=bGs2aDB6NktQWlljKzdVt3NzTGikUT09>

Meeting ID: 931 4488 1060

Passcode: 814183

Please note that we will have 2 shuttle buses :

+ From Hanoi to Ninh Binh ([12h30 02/11](#)): depart at HUST gate (Tran Dai Nghia Street)

+ From Ninh Binh to Hanoi ([14h 04/11](#)): depart at The Reed Hotel (Ninh Binh)

If you have any trouble, please call us via the hotlines below:

- Ms. Giang: 0983837780

- Mr. Quan: 0968681843

Hope to see you soon!

Best Regards,

ICECH-HUST

International Conference on Emerging Challenges (ICECH) 2023: Smart Business and Digital Economy

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Re: ICECH2023 - Updated Presentation Schedule

HUST SEM <icech.sem.hust@gmail.com>

Wed 11/1/2023 11:11 AM

To: WIDYARSO ROSWINANTO <WID@ppm-manajemen.ac.id>

Dear author,

We are sorry about that, we will correct the presentation schedule.

Kind regards

ICECH-HUST

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On Tue, Oct 31, 2023 at 6:44 PM WIDYARSO ROSWINANTO <WID@ppm-manajemen.ac.id> wrote:

Dear Committee,

Could please kindly include these revisions in the conference presentation details, in case it is still possible.

First, my name is only mentioned in two presentations while I will be presenting three conference papers.

The presentation that has not included my name is this one: "Celebrity vs NonCelebrity Influencer: Which One Produce Stronger Brand Responses?" - Heny Sulistyaningsih, Silvia Djuarto (Sekolah Tinggi Manajemen PPM, Indonesia)

Second, in the detail of the other two papers, the affiliation should write as "Sekolah Tinggi Manajemen PPM, Indonesia" instead of "PPM School of Management". This affiliation name is crucial since without the correctly mentioned name, the academic effort will not be recognized by education authority in Indonesia.

Thank you for you kind cooperation.

Best regards,

Widyarso Roswinanto, Ph.D.

From: HUST SEM <icech.sem.hust@gmail.com>

Sent: Tuesday, October 31, 2023 5:11 PM

Subject: ICECH2023 - Updated Presentation Schedule

Dear Author,

We would like to send you the Updated Presentation Schedule in the attachment.

And the Zoom link for the Online Session will be updated tomorrow.

Thank you!

ICECH

ICECH-HUST

International Conference on Emerging Challenges (ICECH) 2023: Smart Business and Digital Economy

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Reviewer's feedback

HUST SEM <icech.sem.hust@gmail.com>

Mon 9/18/2023 6:41 AM

To: WIDYARSO ROSWINANTO <WID@ppm-manajemen.ac.id>

 1 attachments (19 KB)

Review - ICECH2023 - MKT21.docx;

Dear author,

Please find attached the feedback from our reviewer for your manuscript. Please kindly send us your revised version latest on 25 Sep.

Thank you and best regards

ICECH Organizing Committee

ICECH-HUST

International Conference on Emerging Challenges (ICECH) 2023: Smart Business and Digital Economy

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Review date	17/09/2023

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8) Is the paper properly formatted?		X

	Accept, without modification	Accept, with modification	Reject
Do you accept or reject the paper?		X	

If you accept with modification or reject, please state your reasons

Similarity checked by turnitin is 19%. It is acceptable rate. However, please consider:

- Revise follow conference's format.
- Please show the brochures which had been designed for each cell.
- Presentation of tables and explanations should be concise and avoid being lengthy.

Reviewer

Receipt of ICECH manuscript

ICECH <icech.noreply@gmail.com>

Thu 8/31/2023 11:18 PM

To: WIDYARSO ROSWINANTO <WID@ppm-manajemen.ac.id>

Dear **Widyarso Roswinanto**,

Thank you for submitting your manuscript entitled "**Celebrity vs Non-Celebrity Influencer: Which One Produce Stronger Brand Responses?**". The manuscript has been successfully received online and is now being considered for review.

The manuscript ID is **ICECH-2023-419**.

Please mention the above manuscript ID in all future correspondence

Sincerely,

ICECH Organizing Committee