
Re: Paper Submission

8 messages

mailbox@hkjoss.com <mailbox@hkjoss.com>
To: santirianingrum@uwks.ac.id

Sat, Feb 26, 2022 at 4:15 PM

Dear Authors,

Greetings from the Hong Kong Journal of Social Sciences. Thank you very much for submitting your manuscript to the Hong Kong Journal of Social Sciences.

Your paper has been reviewed by 2 independent experts. Having considered the reviews, we have reached a decision regarding your submission.

Our decision is to: Revision Required.

We are pleased to inform you that the paper has been provisionally accepted for publication subject to minor revisions being made in response to the reviewers' comments given below.

If you want to publish in Hong Kong Journal of Social Sciences, No. 58 Autumn/Winter 2021, you need to send the following to the editorial office by e-mail at the following address: mailbox@hkjoss.com :

1. The article strictly formatted according to the template recommendations for authors and correct the article on the reviewers' recommendations, see <http://hkjoss.com/docs/template.doc> . All revisions should be highlighted in the article.
2. Payment foto.

Please highlight the corrections in this article in Green. We hope you'll do great.

Reviewers' Comments:

The reviewers recommend you:

1. Please add scientific novelty (2-3 sentence) in the abstract.
2. Please describe scientific novelty (200-250 words) in the conclusion.
3. Please describe the limitations of the study, and the research perspectives in the conclusion.
4. Please format the article according to the enclosed template, leave only recent references over 2016 - 2021. List of references must be reduced to a maximum of 30 sources.
5. The article needs English editing.

Please consider the reviewer's comments, and revise that as soon as possible.

Deadline for providing revised article and payment: March 8, 2022.

The article will be published until April 30, 2022.

All articles published are published in full open - access. In order to provide free access to readers, and to cover the costs of peer review, copyediting, typesetting, long-term archiving, and journal management, an article processing charge (APC) of EUR 400 applies to papers accepted after peer - review, including English editing. The fee - EUR 50.00 was already included in the invoice because the certificate of English proofreading is not attached to the article.

Payment in EURO must be made by wire transfer to the bank account. Banks fees must be paid by the customer for both payer and payee so that we can receive the full invoiced amount.

Articles published in the Hong Kong Journal of Social Sciences will be Open-Access articles distributed under the terms and conditions of the Creative Commons Attribution License (CC BY). The copyright is retained by the author(s).

Scopus coverage years: from 2010 to 2014, from 2016 to the Present.

The Hong Kong Journal of Social Sciences wishes to inform you that our journal is Q4 (General Social Sciences).

If you have any questions, please do not hesitate to contact us.

We thank you!

Sincerely,

Editor-in-Chief

Prof. Luo Jinyi

<http://hkjoss.com/index.php/journal/index>

The Hong Kong Journal of Social Sciences is abstracted and/or indexed by the following:

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----- Original Message -----

Subject: Paper Submission

Date: 2022-02-05 15:19

From: Hong Kong Journal of Social Sciences <admin@hkjoss.com>

To: mailbox@hkjoss.com

Title of your paper: Branded Video Game: A Review of Advergame as Marketing Tools


Corresponding Author's Email Address: santirianingrum@uwks.ac.id

Author(s): Santirianingrum Soebandhi, Anang Kukuh Adisusilo

Keywords: advergame, marketing tools, Prisma, TCCM

Abstract: This study aimed to evaluate advergame as marketing communication tools due to its contradictory or non-significant results. We used the theory, context, characteristics, and methodology (TCCM) procedure to conduct a systematic review of 30 eligible articles published in the last ten years. We also use the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) flowchart to search multiple journal databases for articles. Our findings suggest that existing studies primarily rely on flow, affect transfer, the Elaboration Likelihood Model (ELM), and the Persuasion Knowledge Model (PKM) as theoretical foundations. The majority of studies were conducted in the United States and India, with adolescent and adult participants predominating. In terms of advergame characteristics, our review reveals that web-based advergame, real brand, and food and beverage product category were frequently implemented. According to our findings, cognitive responses were widely used to assess advergame effectiveness. Future research directions are suggested to address the identified gaps.

2 attachments

 **Santirianingrum Advergame Hkjoss.doc**
436K

 **Invoice - 65-22.pdf**
8131K

Santirianingrum <santirianingrum@uwks.ac.id>
To: mailbox@hkjoss.com

Fri, Mar 4, 2022 at 8:56 PM

Dear Editor-in-Chief, Prof. Luo Jinyi

Please find attached our revised manuscript. We appreciate the feedback from the reviewers. We have revised the manuscript to address these concerns, and specific responses are provided below.

1. Please add scientific novelty (2-3 sentences) in the abstract.

Response: We have added the novelty in the abstract section.

2. Please describe scientific novelty (200-250 words) in the conclusion.

Response: We have described our novelty in the conclusion section

3. Please describe the limitations of the study and the research in the conclusion.

Response: We have added the limitation of our study in the conclusion section

4. Please format the article according to the enclosed template, leaving only recent references over 2016 - 2021. The list of references must be reduced to a maximum of 30 sources.

Response: We have justified our article according to the template. However, we reviewed 30 eligible articles published in the last ten years (from 2010 to 2020, and the articles search was conducted in April 2021). Therefore, it is difficult for us to limit ourselves to only leaving references from 2016 to 2021, with a maximum of 30 sources.

5. The article needs English editing.

Response: We thank you for this suggestion. We have made several edits to our article.

Furthermore, since our research is funded by our institution, could you please provide us with a Letter of Acceptance (LOA) before we make the APC payment? Thank you for your time and consideration.

[Quoted text hidden]

--

Sincerely,

Dr. Santirianingrum Soebandhi, SE., M.Com.

Lecturer & Researcher

Faculty of Economics and Business

Universitas Wijaya Kusuma Surabaya

Indonesia

 **Santirianingrum Advergame Hkjoss.doc**
429K

mailbox@hkjoss.com <mailbox@hkjoss.com>
To: santirianingrum@uwks.ac.id

Wed, Mar 9, 2022 at 5:24 PM

Dear Authors,

Thank you for your revision.

We are pleased to inform you that the revised article is accepted. A letter of acceptance of the article for publication is enclosed.

We are sending you a new invoice. Deadline for payment: March 18, 2022.

Wish you good health and a nice day!

Sincerely,
Editor-in-Chief
Prof. Luo Jinyi
<http://hkjoss.com/index.php/journal/index>

[Quoted text hidden]

2 attachments

 **Letter of Acceptance for Publication 2022 Santirianingrum Soebandhi.pdf**
1078K

 **Invoice - 65-22.pdf**
8181K

Santirianingrum <santirianingrum@uwks.ac.id>
To: mailbox@hkjoss.com

Sun, Mar 13, 2022 at 9:19 PM

Dear Editor-in-Chief, Prof. Luo Jinyi

I have enclosed a copy of my APC payment. Thank you for the opportunity to publish with the Hong Kong Journal of Social Science.

Wish you all the best!

[Quoted text hidden]

 **Publication Fee.pdf**
279K

mailbox@hkjoss.com <mailbox@hkjoss.com>
To: santirianingrum@uwks.ac.id

Mon, Mar 14, 2022 at 10:56 PM

Dear Author, Hope all is well with you.

Your payment has not been received. Payments are credited within 2-5 business days. Write to us in a few days.

[Quoted text hidden]

mailbox@hkjoss.com <mailbox@hkjoss.com>
To: santirianingrum@uwks.ac.id

Thu, Mar 17, 2022 at 10:33 PM

Dear Authors,

Our apologies for the late reply. Thank you for your revision and payment. We have received everything. We are satisfied with the revisions of the article.

Thank you very much for your support of open access publishing.

Your article will be published in Vol. 58 Autumn/Winter, 2021 Hong Kong Journal of Social Sciences at the end of May.

Yours sincerely,
Editor-in-Chief
Prof. Luo Jinyi
<http://hkjoss.com/index.php/journal/index>

----- Original Message -----
Subject: Re: Paper Submission
Date: 2022-03-13 15:19

[Quoted text hidden]

Santirianingrum <santirianingrum@uwks.ac.id>
To: mailbox@hkjoss.com

Sat, Mar 19, 2022 at 9:39 PM

Thank you for your response.

[Quoted text hidden]

Santirianingrum Soebandhi <santirianingrum@uwks.ac.id>
To: mailbox@hkjoss.com

Sat, Jul 2, 2022 at 10:05 AM

Dear Editor-in-Chief
Prof. Luo Jinyi

Thank you for the opportunity to contribute to the Hong Kong Journal of Social Sciences. I have a question regarding my manuscript. It was published in volume 58, Autumn/Winter 2021, but it is not yet listed on my Scopus profile.

I contacted Scopus about adding my missing article, and they informed me that this volume is not yet published in Scopus registered publisher site.

I need to know when my manuscript will be published on the Scopus publisher site so that I can report to my institution. Thank you for your time and consideration

Best Regards,
Santirianingrum Soebandhi

Sent from my iPhone

On 17 Mar 2022, at 22.34, mailbox@hkjoss.com wrote:

Editor-in-Chief
Prof. Luo Jinyi

Submission Acknowledgement

1 message

Hong Kong Journal of Social Sciences <mailbox@hkjoss.com>
To: santirianingrum@uwks.ac.id

Sat, Feb 5, 2022 at 9:19 PM

Hello,

Welcome to the Hong Kong Journal of Social Sciences. We have received the article you submitted, after initial processing it will be sent to experts for review. We will immediately inform you about any problems that could prevent the article from being sent to reviewing. Based on our policy of double peer-blind reviewing the first decision is given to authors about 15-30 days after submission.

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This notification is generated automatically, if you have no objections to our offer, no response is required from you. If you have any objections to the further process of publishing your article or have any questions, please contact us at the editorial office.

Warm Regards!
Editorial Office
Hong Kong Journal of Social Sciences
Centre for Greater China Studies
The Education University of Hong Kong
10 Lo Ping Road, Tai Po

你好。

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