

Ref.: Ms. No. **SRP-21-7075**

Article Title: **MODELS OF DIGITAL MARKETING AND CONSUMERS BEHAVIOR IN SELECTING COVID-19 VACCINES IF EVEN IN INDONESIA**

Journal Title: **Systematic Review Pharmacy**

Dear Dr. **Zulki Zulkifli Noor**

This is to inform you that Reviewers have now commented on your Ms. No. **SRP-21-7075**. You can see that they are advising that you should revise your manuscript. For your guidance, reviewers' comments are appended below.

Your revision is due by **Wed , 15-May-2021**

To submit a revision, go to <https://www.abacademies.org/editorial-tracking/> and log in as an Author. You will see a menu item call Submission Needing Revision. You will find your submission record there.

Username : **zulkizulkifliinoor**

Password : **r2b4ARPL**

Yours sincerely,
Manging Editor,
[Systematic Review Pharmacy](#)

Reviewers comments:

To Author: Dear Authors, The topic of your research is interesting, however, there are some changes to improve the quality of the manuscript. - Language proofreading is required. There are several grammatical errors in the text, and even in the title. You must ask a native proofreader to read it once. - Please clarify your theoretical contribution. You could use the following reference: Salamzadeh, A. (2020). What constitutes a theoretical contribution?, Journal of Organizational Culture, Communications and Conflicts, 24(1), 1-2. - Add the structure of the manuscript in 2 or 3 lines at the end of the INTRODUCTION section. - The literature might be improved by adding more evidence from the following references: Hasanah, N., Anggraini, R., & Purwohed, U. (2019). Single entry method as the way to improve small and medium enterprise governance. International Journal of Entrepreneurship, 23(1), 1-11. Kwilinski, A., Dzwigol, H., & Dementyev, V. (2020). Model of entrepreneurship financial activity of the transnational company based on intellectual technology. International Journal of Entrepreneurship, 24, 1-5. Ramaswamy, V., Ueng, C. J., & Carl, L. (2008). Corporate governance characteristics of growth companies: An empirical study. Academy of Strategic Management Journal, 7, 21. Kahveci, E., & Wolfs, B. (2019). FAMILY BUSINESS, FIRM EFFICIENCY AND CORPORATE GOVERNANCE RELATION: THE CASE OF CORPORATE GOVERNANCE INDEX FIRMS IN TURKEY. Academy of Strategic Management Journal, 18(1), 1-12. Nevena, P. (2016). Women in the Green Economy. Journal of Women's Entrepreneurship and Education, (1-2), 97-110. Oliveira, M., Sousa, M., Silva, R., & Santos, T. C. S. D. M. D. (2021). The influence of financial management and governance in the provision of social services in non-profit organizations. Systematic Review Pharmacy, 1-10. Darussamin, A. M., Ali, M. M., Ghani, E. K., & Gunardi, A. (2018). The effect of corporate governance mechanisms on level of risk disclosure: Evidence from Malaysian government linked companies. Systematic Review Pharmacy, 21(1), 1-19. Chin, Y. S., Ganesan, Y., Pitchay, A. A., Haron, H., & Hendayani, R. (2019). Corporate governance and firm value: The moderating effect of board gender diversity. Journal of Entrepreneurship, Business and Economics, 7(2s), 43-77. Okofo-Darteh, D., & Asamoah, E. S. (2020). Does the presence of governance structure affect small and medium-sized enterprise performance? Evidence from an emerging market. Entrepreneurial Business and Economics Review. - Explain the validity and reliability issues. - Compare your findings with those of the others. - Explain the theoretical and practical implications of the research more clearly. -

References must follow the journal's instructions. See the guidelines, please. Good luck!

To Author: Paper title: MODELS OF DIGITAL MARKETING AND CONSUMERS BEHAVIOR IN SELECTING COVID-19 VACCINES IF EVEN IN INDONESIA Dear authors Thank you for giving me the opportunity to read your paper. This is an interesting topic in an area of growing significance that is relevant to the MODELS OF DIGITAL MARKETING AND CONSUMERS BEHAVIOR IN SELECTING COVID-19 VACCINES IF EVEN IN INDONESIA. I have a few suggestions that you may consider as you develop the paper further: Positioning, purpose, introduction and research gap. • This abstract is to be revised. • After reading the introduction, I was unfortunately left with the feeling of "so what" as it did little to increase my interest in reading the remainder of the paper. Please focus the Intro much more on convincing readers that your study is needed and has the potential to add significant contributions. • Theoretical literature has not been considered and reviewed. It's better to observe the connection between the contents. Try to explain everything except the topics in order to establish the necessary coherence. • Explain 2 lines about the importance and contribution at the end of the introduction. What is the innovation of your work? • Why the reference for supporting your propositions are not so up to date. We expect to see much more references from last 3-4 years. Method • Insufficient transparency. The authors need to provide much more details on their method, including data gathering and data analysis. • What were the criteria of the respondents? • Why did you choose this analyse for your research? Discussion and contributions. • Lack of substantive in finding and conclusions. The author's intended purpose is to provide " MODELS OF DIGITAL MARKETING AND CONSUMERS BEHAVIOR IN SELECTING COVID-19 VACCINES IF EVEN IN INDONESIA". In this sense, the explicit intentions of the authors are yet to be fulfilled in the current version of the paper. The authors need to draw substantive conclusions from their results, suggest implications for theory and practice and, perhaps, develop recommendations for further research. • Your suggestions regarding the results you wrote are limited. Please explain more in this regard. Reference. • - Using the following references could be beneficial as these add more evidence to the literature review section: • Ziyae, B., Sadeghi, H., Shahamat Nejad, M., & Tajpour, M. (2021). A Framework of Urban Entrepreneurship for Women Breadwinners, Foresight journal, Ahead of print. <https://doi.org/10.1108/FS-12-2020-0137> • Tajpour, M., Salamzadeh, A., Salamzadeh, Y. and Braga, V. (2021), "Investigating social capital, trust and commitment in family business: case of media firms", Journal of Family Business Management, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JFBM-02-2021-0013> Kozakov, V., Kovalenko, N., Golub, V., Kozyrieva, N., Shchur, N., & Shoiko, V. (2021). ADAPTATION OF THE PUBLIC ADMINISTRATION SYSTEM TO GLOBAL RISKS. Systematic Review Pharmacy , 24(2), 1-8. Best of luck with the further development of the paper.