



Ike Janita Dewi <ikejdewi@gmail.com>

Asia Marketing evaluation results

kmjournal <kmjournal@kma.re.kr>

Wed, Jul 1, 2015 at 1:29 PM

To: ikejdewi@gmail.com, jaihak@gmail.com

Dear Professor Ike J Dewi

- Manuscript number: 150216

- Manuscript title: THE CONCEPTUALIZATION AND DEVELOPMENT OF ADVERTISEMENT-EVOKED IMAGINATION SCALE

The review results for your manuscript are attached to this email. Please revise your paper according to the comments suggested by reviewers and resubmit the paper as soon as possible.

Since we do not have not much time for the revision in time, I would very appreciate it if you can reply to this message for confirmation as soon as possible.

=====

Jaihak Chung
Editor-in-Chief of Asia Marketing Journal
708, PA, Sogang University Business School
#35 Baekbeom-ro (Shinsu-dong), Mapo-gu, Seoul 121-742 Korea
Email: kmjournal@kma.re.kr
Tel: +82 2 705 8859
July 1, 2015

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3 attachments

 **AMJ_Evaluation Form(150216) #1 result.pdf**
387K

 **AMJ_Evaluation Form(150216) #2 result.pdf**
261K

 **AMJ_Evaluation Form(150216) #3 result.pdf**
257K



Ike Janita Dewi <ikejdewi@gmail.com>

Request for revised paper.

Ike Janita Dewi <ikejdewi@gmail.com>
To: kmjournal <kmjournal@kma.re.kr>

Tue, Jul 21, 2015 at 5:26 PM

Dear Editor of KMA,

Yes, Sir, I will do my best to revise the paper. Thank you very much.

Yours sincerely,
Ike J. Dewi

[Quoted text hidden]



Ike Janita Dewi <ikejdewi@gmail.com>

Request for revised paper.

Ike Janita Dewi <ikejdewi@gmail.com>
To: kmjournal <kmjournal@kma.re.kr>

Fri, Jul 24, 2015 at 3:44 AM

Dear Prof Jaihak Chung/ Editor of AMJ:

I would like submit the revised version of the paper I submit to KMA

I thank the reviewers for their generous comments. I have revised the paper according to suggestions of the reviewers as follows:

1. I include more explanation on attempts to better explain imagination. However, as I mention in the paper, neither unravelling the jumble of imagination's definitions nor its philosophical debate is the main interest of this study. The study is more concerned with identifying the characteristics and the content of imagination, rather than trying to define imagination in an explicit, absolute way.
2. I add more explanation on the nature of experience of imagination, in an attempt to better conceptually 'comprehend' this construct.
3. I add paragraphs on methods, including the procedures employed to develop and validate the scale.
4. I include several additional figures and tables to explain the results as requested by reviewers.
5. I add some future research agenda, especially on further validation of the scale and its nomological validity vis-à-vis other subjective experience already identified in marketing literature, such as imagery, affective and cognitive responses, or even critical thinking. This study is an early attempt to define and measure 'imagination' (which has been discussed for a long time in other disciplines) as a subjective experience which is evoked by advertisement. Therefore, I add lines in the implication of the study that this study should be followed-up with other research to grasp other possible facets of imagination.

(Note: lines/figures/tables which are typed using red fonts are additional lines added to the paper in response to reviewers' comments)

Thank you very much

Yours sincerely,

Ike Janita Dewi

[Quoted text hidden]



(REVISED) The Conceptualization and Development - Ike Janita Dewi - AMJ Submission.docx
682K



Ike Janita Dewi <ikejdewi@gmail.com>

Request for revised paper.

Ike Janita Dewi <ikejdewi@gmail.com>

Mon, Jul 27, 2015 at 6:24 PM

To: sjh4ever4u@gmail.com

Bcc: Ike Janita Dewi <ikejanitadewi@yahoo.com>

Dear Prof. Seo:

I have actually sent the revised paper (to KMA email address). Please kindly find attached the revised paper. Please also read the revisions I made to the article according to the reviewers' comments as I wrote in the email I sent to KMA email address.

Thank you very much for giving me the opportunity to publish my paper at AMJ.

Yours sincerely,

Ike J Dewi

[Quoted text hidden]



(REVISED) The Conceptualization and Development - Ike Janita Dewi - AMJ Submission.docx
682K



Ike Janita Dewi <ikejdewi@gmail.com>

Request for examining final manuscript

서정환 <sjh4ever4u@gmail.com>

Wed, Jul 29, 2015 at 11:45 AM

To: Ike Janita Dewi <ikejdewi@gmail.com>, 정재학 <jaihak@gmail.com>

Dear Professor Ike J Dewi

This is the publication version of your manuscript.

If we need to correct something, please let me know after fix it.

because we have no time to publication in July, I wish your quick response.

Thank you.

- JeongHwan Seo

2 attachments



6.Ike Janita Dewi Swee-Hoon Ang.pdf
424K



6.Ike Janita Dewi Swee-Hoon Ang.hwp
2192K



Ike Janita Dewi <ikejdewi@gmail.com>

Request for paper correction

kmjournal <kmjournal@kma.re.kr>
To: ikejdewi@gmail.com, jaihak@gmail.com

Wed, Jul 29, 2015 at 2:41 PM

Dear Professor Ike J Dewi

Attached is the pdf version of your manuscript for publication.

Could you check the file and give us a final confirmation email with any corrections if necessary by today?

Sorry for the very short notice since we need get this done by tomorrow.

Many thanks for your cooperation.

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Jaihak Chung
Editor-in-Chief of Asia Marketing Journal
708, PA, Sogang University Business School
#35 Baekbeom-ro (Shinsu-dong), Mapo-gu, Seoul 121-742 Korea
Email: kmjournal@kma.re.kr
Tel: +82 2 705 8859
August 29, 2015
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2 attachments

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424K



Ike Janita Dewi <ikejdewi@gmail.com>

Request for paper correction

kmjournal <kmjournal@kma.re.kr>
To: ikejdewi@gmail.com, jaihak@gmail.com

Wed, Jul 29, 2015 at 2:41 PM

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Many thanks for your cooperation.

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Jaihak Chung
Editor-in-Chief of Asia Marketing Journal
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Email: kmjournal@kma.re.kr
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Ike Janita Dewi <ikejdewi@gmail.com>

Request for examining final manuscript

Ike Janita Dewi <ikejdewi@gmail.com>

Wed, Jul 29, 2015 at 6:13 PM

To: 서정환 <sjh4ever4u@gmail.com>

Dear Prof Seo,

I am fine with the pdf version of my manuscript. I have found no corrections necessary.

Thank you for the opportunity.

Yours sincerely,
Ike J Dewi

[Quoted text hidden]



Ike Janita Dewi <ikejdewi@gmail.com>

2015년 AMJ 우수논문상 선정 및 시상식 참가요청

(사)한국마케팅학회 <kma@kma.re.kr>
To: ikejdewi@gmail.com, bizangsh@nus.edu.sg

Mon, Feb 22, 2016 at 1:52 PM

안녕하세요,

한국마케팅학회 성균관대 사무국

사무국장 이민환입니다.

2015년 **아시아마케팅저널 우수논문상** 수상자로 선정되었음을 안내 드립니다.

자세한 사항은 첨부하여 보내드리는 공문 파일을 참고해주시기 바랍니다.

시상식은 2016년 3월 12일(토) 성균관대학교에서 개최되는

2016년 한국마케팅학회 춘계학술대회에서 진행될 예정입니다.

수상자는 시상식에 꼭 참석해주시기 바라며, 참석여부에 대하여 2월 26일(금) 오후 3시까지 회신 부탁드립니다.

더불어 춘계학술대회 참가신청 안내 및 참가신청서를 함께 보내드립니다.

오늘도 좋은 하루 보내세요,

감사합니다.

이민환 올림

(사)한국마케팅학회
03063 서울특별시 종로구 성균관로 25-2 성균관대학교 경영관 514호
Tel: 02)760-0453, Fax: 02)745-0858, Email: kma@kma.re.kr, Homepage: kma.re.kr

Korean Marketing Association
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3 attachments



201602-04 2015년 AMJ 우수논문상 선정 및 시상식 참가요청.pdf
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2016년 한국마케팅학회 춘계학술대회 참가신청 안내.pdf
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