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IJACSA December 2021: Paper Submission Received Eksternal Kotak Masuk x

Editor IJACSA <editorijacsa@thesai.org> kepada saya, saparudin, ermatitaz 26 Nov 2021, 15:36

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Dear Corresponding Author,

Thank you for submitting your paper entitled:

1. "Social Customer Relationship Management as a Communication Tool for Academic Communities in Higher Education Institutions through Social Media"

for publication with International Journal of Advanced Computer Science and Applications (IJACSA) December 2021 Edition (Volume 12 No 12).

Your paper will be reviewed by IJACSA technical committee and the evaluation outcome will be communicated up to 15 December 2021.

Regards,
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IJACSA May 2022 Eksternal Kotak Masuk x

if you have prepared your paper in LaTeX, there is no need to submit a .docx file (submit LaTeX sources with your file). You may download the LaTeX Paper Format from <http://thesai.org/Home/Downloads>

Our publication team is experienced in handling most of the formatting issues in the manuscripts. While there are instances when an issue cannot be resolved, only in those cases the manuscript may be shifted to the next issue. There will be no other extra charges nor there will be any liabilities. We are fully committed to the satisfaction of the authors and are always there to assist you in the best possible manner.

Thank you for considering IJACSA as a medium for publication of your work.

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Reviewer Feedback Form_2.pdf

The authors contribution to the paper

Potential interest to research community	Fair
Originality of the work	Fair
Use of examples and illustrations	Good
Quality of questions or problems raised by the Author	Good
Reader's confidence in Author's knowledge	Good
Formatting and Presentation	Good
Awareness of related work	Good
Scientific Impact or Practical Utility	Fair
Citations and References	Good
Paper Organization	Good

Detailed Comments:

The proposed modeling Social Customer Relationship Management (SCRM) in Universities identify only the benefits of using soacial media.
 What are the basic disadvantages related with using social media for social customer relationship management and how they can be overcome?

Grammar, punctuation, or spelling errors:

Page 5: The sentence "Modeling Social Customer Relationship Management as a Communication Tool through Social Media in Universities." is subtitle or ...?

Halaman 1 / 1

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Reviewer Feedback Form_3.pdf

Use of examples and illustrations	Fair
Quality of questions or problems raised by the Author	Fair
Reader's confidence in Author's knowledge	Good
Formatting and Presentation	Good
Awareness of related work	Fair
Scientific Impact or Practical Utility	Very Poor
Citations and References	Poor
Paper Organization	Fair

Detailed Comments:

The paper addresses an interesting area of research. However, the following improvements are suggested.

1. Writing comprehension should be improved. For example, the first paragraph contains only one sentence. Check for grammar and spelling.
2. The authors should carefully go through the paper and should cite references accordingly for stated facts. For example, it would be better to refer to articles for the "technical barriers in social media". (This is just one example)
3. It is suggested to split section 1 into two sections: 1 Introduction 2 background. In the background, the section discusses the related work with a critical analysis and comparison/ summary table of the related studies.
4. Methodology: lacks technical contribution. The authors have just explained the methodology in the text which is hard to follow. It would be better to refer to the methodology section of some of the published papers and rewrite it accordingly.
5. The results section presents only the survey statistics. The authors have not provided any statistical testing of the survey data.
6. References: with the enhancement of technology, this topic is a trending research area. Therefore, better to refer to the latest references. There is no point in comparing with the old references, where

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Label

"This research concluded that Social Customer Relationship Management (SCRM) can be a communication tool between members of the academic community in universities", which is obvious. The authors need to provide some recommendations, suggestions to improve it addressing the existing limitations.

Grammar, punctuation, or spelling errors:
Please proofread the paper and improve the writing comprehension

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Reviewer Feedback Form_1.pdf

Awareness of related work	Poor
Scientific Impact or Practical Utility	Fair
Citations and References	Fair
Paper Organization	Fair

Detailed Comments:
Not much detailing pertaining to questions used to gather the data. No novelty in the work and so many related works prevails. The introduction section is a bit long. A new section should be created entitled "literature review" or "related works".

Grammar, punctuation, or spelling errors:
Page No. 4 Information Sought by the Academic Community through Social Media - Hope 2 paragraphs trying to tell the same.

Halaman 1 / 1

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Dear Author(s),

Thank you for submitting your manuscript titled "Social Customer Relationship Management as a Communication Tool for Academic Communities in Higher Education Institutions through Social Media" to the International Journal of Advanced Computer Science and Applications (IJACSA).

Following careful consideration by the journal's editorial board and reviewers, we regret to inform you that we are unable to accept your manuscript for publication. It is evident from the extensive comments and concerns that the manuscript, at least in its current form, does not meet the criteria for novelty and impact expected of the papers in IJACSA.

The selection of the papers was a challenging task and the reviewer board has put in a significant effort in the review process. The volume of manuscripts submitted to IJACSA has been growing rapidly, raising publication standards to new levels of selectivity. This outcome, though not always convenient to potential contributors, will help ensure that IJACSA maintains a position of leadership in the field.

Please feel free to read the [papers published](#) in our journal and consider citing them in your future publications.

We thank you for your interest, and hope you will choose to submit another article for review.

Regards,
Editor
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IJACSA Acceptance Notification - Volume 13 No 5 May 2022

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Dear Author(s),

Congratulations, your submitted paper titled "Social Customer Relationship Management as a Communication tool for Academic Communities in Higher Education Institutions through Social Media" has been reviewed and accepted for publication in the International Journal of Advanced Computer Science and Applications (IJACSA) - Volume 13 No 5 May 2022.

Registration and Publication Fee Payment
You may now proceed with the registration for paper publication at <https://thesai.org/Home/FeePayment>. If you do not have any credit/debit card available or if the payment process fails, please get in touch with us.

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