

Correspondance Authors of MMM

<https://www.rivisteweb.it/doi/10.1431/118722>

The screenshot shows the 'Submission Files' section of a journal submission page. The page is titled 'Micro & Macro Marketing' and includes a 'Back to Submissions' link. The submission is in the 'Publication' phase, with sub-tabs for 'Submission', 'Review', 'Copyediting', and 'Production'. The 'Submission Files' table lists four files:

File ID	File Name	Date	Type
46870	MMM Annisa English Article.docx	August 21, 2024	Article Text
46871	MMM Annisa Cover Latter English.docx	August 21, 2024	Other
46872	MMM Annisa TITLE of Article.docx	August 21, 2024	Title page
46873	MMM Annisa Turnitin 20%.pdf	August 21, 2024	Other

Below the files table is a 'Pre-Review Discussions' section with an 'Add discussion' button. The table below it is empty, showing 'No Items'.

The screenshot shows the 'Round 1 Status' and 'Notifications' sections of the submission page. The 'Round 1 Status' section contains the following text:

Round 1 Status
One or more reviewers missed their deadline. The editorial team has been notified and will take action to ensure reviews are completed. You do not need to take any action at this time. You will be notified when a decision has been made.

The 'Notifications' section lists three notifications:

Notification	Date
[mmm] Editor Decision	2024-12-04 02:10 PM
[mmm] Editor Decision	2024-12-22 12:39 PM
[mmm] Editor Decision	2025-04-05 08:25 AM

Below the notifications is a 'Reviewer's Attachments' section, which is currently empty and shows 'No Files'.

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Micro & Macro Marketing

Notifications

[mmm] Editor Decision

2024-12-04 02:10 PM

Gentile/i Autore/i

sono lieto di comunicare che il processo di referaggio per il paper inviatoci per la pubblicazione su Micro & Macro Marketing si è concluso. Entrambi i reviewer hanno espresso valutazioni positive per l'articolo, seppur richiedendo al contempo alcune piccole modifiche al lavoro prima di poterlo considerare definitivamente per la pubblicazione.

Allego pertanto i giudizi dettagliati dei reviewer nella speranza che possano essere utili nella revisione del lavoro che chiedo di inviarmi nuovamente - entro due settimane - unitamente ad una cover letter in cui si descrivono e motivano le modifiche apportate al paper da inoltrare ai reviewer per la loro approvazione definitiva.

Resto a disposizione per qualsiasi comunicazione o richiesta di chiarimento in merito

Con i migliori saluti,

Eraldo Olivetta

Dr. Eraldo Olivetta
Assistant Editor M&MM
School of Management and Economics
University of Torino
Phone: 3332006105
e-mail: eraldo.olivetta@unito.it

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Micro & Macro Marketing

Reviewer B:

The paper is a good paper. Nevertheless, I've some comments that could help its improvement.

Abstract

The abstract lacks a description of the results and the originality of the research. I would suggest reducing the details on the method that will be discussed in depth in the methodology section.

Introduction

The introduction lacks emphasis on the research question, the description of the method used, the added value and the originality of the research because the literature reports many similar researches to this one. Furthermore, it is necessary to briefly describe the results and the academic and managerial contributions. I suggest describing why Indonesia was chosen as the country to conduct this analysis.

Reference framework

I suggest deepening the section about literature review, which seems rather sparse and not completely able at the moment to satisfy the framework of the variables reported later. In my opinion, the authors should better outline the profile of the quantities on which the relationships (and the hypotheses to be tested) are then drawn.

Conclusions

I suggest titling the last paragraph "conclusions" and describing in detail the contributions to the literature (how the research results have contributed to the literature) and the managerial contributions (how the results obtained can be used practically, what's the contribution they make in practice). Furthermore, I would suggest describing the limitations of the research and the prospects for future research.

Last note: I am not an expert in quantitative analysis, so I cannot provide any indications on the proposed model and its robustness. I therefore suggest that someone more confident than me in this area can provide an evaluation. The only note I make is on the software used: as far as I know, to create a structural equation model, more structured softwares than SmartPLS are preferred (such as LISREL). I repeat that since I am not a quant, it is possible that my consideration is more the result of a perception than anything else.

My best

Recommendation: Revisions Required

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Workflow

Submissi

Round 1

Round 1
One o
comp

Notifica

[mmm] :10 PM

[mmm] :39 PM

[mmm] :25 AM

Review

Search

Reviewer D:

Thank you for providing me with the chance to review this study. My detailed evaluation is below.

- In the last paragraph of the introduction section, the basis of the gap is built on the young generation which should be more focused on theoretical dimensions of Green Consumption behaviour.
- In the Literature review section TPB needs to be linked regarding prior studies.
- Hypothesis development can be improved by discussing recent studies in the field.
- Research Methodology is weekly designed and needs to discuss the rationale behind choosing quota sampling, why do authors choose to collect data online? how many questions are distributed? and what is the response rate? Along with that, there should be more theoretical references behind going this specific route.
- The results section lacks the accepted value justification. The author needs to cite relevant sources which state the acceptance of values.
- Theoretical and Practical implications are weak and need to be discussed more in detail.

Hope my comments help to improve the manuscript.

Thanks.

Recommendation: Revisions Required

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Con i migliori saluti,

Eraldo Olivetta

Dr. Eraldo Olivetta
Assistant Editor M&MM
School of Management and Economics
University of Torino
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Recommendation: Revisions Required

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[mmm] Editor Decision

2025-04-05 08:25 AM

Dear Author(s),

I am pleased to inform you that the refereeing process for your paper has concluded and that both reviewers have now deemed the manuscript publishable.

I therefore request that you send me the final version of the paper, set up according to editorial standards, taking care to revise the final length of the paper, which should not exceed 50,000 characters, including the bibliography.

I thank you in advance for your cooperation and remain at your disposal

My warmest regards

Assistant Editor

--

Dr. Eraldo Olivetta
 Assistant Editor M&MM
 School of Management and Economics
 University of Torino
 Phone: 3332006105
 e-mail: eraldo.olivetta@unito.it

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[\[mmm\] Editor Decision](#) 2025-04-05 08:25 AM

Reviewer's Attachments

No Files

Revisions

File Name	Date	Type
50082 Edited 2 MMM Annisa English Article.docx	December 29, 2024	Article Text
50083 MMM Annisa Cover Latter English.docx	December 29, 2024	Other

Review Discussions

Name	From	Last Reply	Replies	Closed
Improvements from B&D reviewers	1asep_rokhyadi2 2024-12-22 03:56 PM	1asep_rokhyadi2 2024-12-24 03:13 PM	2	<input type="checkbox"/>
Revision	capo_redattore 2024-12-27 02:30 PM	1asep_rokhyadi2 2024-12-29 01:59 AM	1	<input type="checkbox"/>

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Improvements from B&D reviewers

Participants [Edit](#)

Giuseppe Bertoli (direttore)
Asep Rokhyadi Permana Saputra (1asep_rokhyadi2)

Messages

Note	From
<p>Dear Editor</p> <p>We the authors, apologize if it takes too long to fix the shortcomings in our article, this is due to the difficulty of communication between Indonesia & India, for several reasons. However, we have fixed the article with the hope that it is in accordance with the reviewer's suggestions. Thank you.</p> <p>Best regards Authors</p> <p>Edited 1 MMM Annisa English Article.docx</p>	<p>1asep_rokhyadi2 2024-12-22 03:56 PM</p>
<p>Dear authors the submission of the new version must be made in the REVISION section with a cover letter that responds in detail to each of the reviewers' comments. Thank you Best regards Eraldo Olivetta</p>	<p>capo_redattore 2024-12-23 09:42 AM</p>
<p>Dear editor,</p> <p>we have made a revision section with a cover letter and a 2nd revised article (some of the latest research updates were forgotten according to</p>	<p>1asep_rokhyadi2 2024-12-24 03:13 PM</p>

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Revision

Participants

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Asep Rokhyadi Permana Saputra (1asep_rokhyadi2)

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Name	From	To	Count	Status
Revision	capo_redattore 2024-12-27 02:30 PM	1asep_rokhyadi2 2024-12-29 01:59 AM	1	Closed

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Workflow | **Publication**

Submission | **Review** | Copyediting | Production

Round 1 | **Round 2**

Round 2 Status
Submission accepted.

Notifications

[mmm] Editor Decision	2024-12-04 02:10 PM
[mmm] Editor Decision	2024-12-22 12:39 PM
[mmm] Editor Decision	2025-04-05 08:25 AM

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No Files

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- [\[mmm\] Editor Decision](#) 2024-12-22 12:39 PM
- [\[mmm\] Editor Decision](#) 2025-04-05 08:25 AM

Reviewer's Attachments

No Files

Revisions

No Files

Review Discussions

Add discussion

Name	From	Last Reply	Replies	Closed
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[mmm] [mmm] [mmm]

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[MMM cover latter with revision section.docx](#)

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[mmm] [mmm] [mmm]

Revision

Participants

Eraldo Olivetta (capo_redattore)
Asep Rokhyadi Permana Saputra (1asep_rokhyadi2)

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Workflow Publication

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Copyediting Discussions

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Name	From	Last Reply	Replies	Closed
Final version of the manuscript	capo_redattore 2025-09-03 10:36 AM	ecarloni 2025-10-07 11:27 AM	4	<input type="checkbox"/>

Copyedited

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58409	6315_Silvana_Article text	October 7, 2025	Article Text
58410	Title page	October 7, 2025	Title page

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Workflow Publication

Submission Review Copyediting Production

Final version of the manuscript

[Participants](#)

Eraldo Olivetta (capo_redattore)
Asep Rokhyadi Permana Saputra (1asep_rokhyadi2)
Elisa Carloni (ecarloni)

Messages

Note	From
<p>Dear Authors,</p> <p>Following our acceptance decision sent on April 5th, 2025, regarding your manuscript submission, we are writing to follow up on the final materials needed for publication.</p> <p>We have not yet received your revised manuscript formatted according to our editorial guidelines. As a reminder, the final version should not exceed 8,000 words, including the bibliography.</p> <p>To proceed with the publication process, we kindly ask you to please upload the required materials within 5 days.</p> <p>Thank you for your collaboration.</p> <p>All the best,</p> <p>Co-assistant editor</p>	<p>capo_redattore 2025-09-03 10:36 AM</p>
<p>▶ Dear Editor,</p> <p>We sincerely apologize for the delay in responding to your correspondence. The reason for our late reply is that we initially had difficulty finding the correct journal template, and we regret our lack of knowledge in this matter. However, we have made every effort to fulfill the</p>	<p>1asep_rokhyadi2 2025-09-13 01:27 PM</p>

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6315 / Silvia

Workflow

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Dear Editor,

We sincerely apologize for the delay in responding to your correspondence. The reason for our late reply is that we initially had difficulty finding the correct journal template, and we regret our lack of knowledge in this matter. However, we have made every effort to fulfill the requirements as best as we can.

Herewith, we kindly submit two files of the final version of our manuscript. We truly hope that they are prepared in accordance with the journal's standards. Should there be any mistakes or necessary adjustments, we would be most grateful for your kind guidance and correction.

Thank you very much for your understanding and continued support.

With our best regards,
The Authors

Final version of MMM Article.docx | Article Title & Authors of MMM.docx

1asep_rokhyadi2
2025-09-13 01:27 PM

Dear Authors,

I am writing to request that you revise the expository style of your manuscript before we can move forward with publication. The current structure and presentation require refinement to ensure greater clarity and readability for our audience.

Thank you for your collaboration.

Best,
Co-assistant editor

capo_redattore
2025-09-17 09:54 AM

Dear Editor & Co-assistant Editor,

We, the authors, have completed the revision of the entire manuscript to improve its clarity and ensure that it is written in an expository style. We sincerely apologize for the time it has taken, but we believe these revisions have strengthened the manuscript and made it easier for readers to understand.

1asep_rokhyadi2
2025-09-24 06:18 AM

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We would also like to express our gratitude to the Editor for the valuable review and feedback provided.

Best regards,
The Authors

Expository of Final version of MMM Article.docx

1asep_rokhyadi2
2025-09-24 06:18 AM

Dear Authors,

Thank you for your continued collaboration. We would like to inform you that the final publication title will be "Green Purchase Behavior among Young Consumers: An Analysis of Environmental Quality Awareness, Green Marketing, and Green Consumption in Indonesia", in accordance with the journal's guidelines, which allow for modifications during the publication process.

Best regards,
Co-assistant editor

ecarlioni
2025-10-07 11:27 AM

Add Message

Workflow **Publication**

Submission Review Copyediting **Production**

Production Discussions

[Add discussion](#)

Name	From	Last Reply	Replies	Closed
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No Items