

Correspondance Authors of MF

<https://marketforcesjournal.kiet.edu.pk/index.php/marketforces/article/view/694>

The screenshot shows the submission workflow for article 694 by Tiara Farah Pratama et al. The article title is "The Influence of Green Marketing, Green Products, and Green Brand Image on the Purchasing Behavior of Healthy Women Green Product". The submission is currently in the "Production" stage. The workflow menu on the left includes: Submission, Review, Copyediting, Production (selected), Publication, Title & Abstract, Contributors, Metadata, References, and Galleys. The main content area is titled "WORKFLOW: SUBMISSION" and shows the current submission language as English (United States). The status is "Production" with the note "The submission is currently in the Production stage." Below this, the "Submission Files" section lists two files uploaded on 2024-11-26: a Turnitin 19% article and an article text document. The "Pre-Review Discussions" section is currently empty with an "Add discussion" button.

NO	FILE NAME	DATE UPLOADED	TYPE
1564	1asep_rokhyadi2, Turnitin 19% Article of Tiara Asep darma...	2024-11-26	Other
1563	1asep_rokhyadi2, Article of Tiara Asep darmanto.docx	2024-11-26	Article Text

The screenshot shows an email from Tariq Jalees (zaid.khan@kiet.edu.pk) dated November 26, 2024, at 15:33. The subject is "[MF] Submission Acknowledgement". The email body contains the following text:

Asep Rokhyadi Permana Saputra:

Thank you for submitting the manuscript, "THE INFLUENCE OF GREEN **MARKETING**, GREEN PRODUCT, AND GREEN BRAND IMAGE ON THE PURCHASING BEHAVIOR OF HEALTHY WOMEN GREEN PRODUCT" to **Market Forces**. With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

Manuscript URL: <https://kiet.edu.pk/marketforces/index.php/marketforces/authorDashboard/submission/694>
Username: 1asep_rokhyadi2

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Tariq Jalees
Dr. Tariq Jalees
Managing Editor **Market Forces**

Buttons for "Balas" (Reply) and "Teruskan" (Continue) are visible at the bottom.

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Notifications

[MF] Editor Decision

2025-04-07 02:46 AM

Tiara Farah Pratama, Asep Rokhyadi Permana Saputra, Darmanto Darmanto:

We have reached a decision regarding your submission to Market Forces, "THE INFLUENCE OF GREEN MARKETING, GREEN PRODUCT, AND GREEN BRAND IMAGE ON THE PURCHASING BEHAVIOR OF HEALTHY WOMEN GREEN PRODUCT".

Our decision is: Revisions Required

Reviewer A:
Recommendation: Revisions Required

Does the paper contain new and significant information adequate to justify publication?
Green cosmetics is an interesting topic. Its marketing is growing the world over
Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources?
The authors have demonstrated adequate knowledge of the relevant literature
Is any significant work ignored?
The authors need to update the latest citation
Has the research or equivalent intellectual work on which the paper is based been well designed?

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Notifications

The paper is well structured

Is the paper's argument built on an appropriate base of theory, concepts or other ideas?
The arguments given by the authors are appropriate
Are the methods employed appropriate?
The authors need to add more on sampling and sample size. It also lacks clarity on the population and target population.
Are results presented clearly and analyzed appropriately?
The results interpretation is weak. They need to be revisited
Do the conclusions adequately tie together the other elements of the paper?
Objectives and conclusions need more alignment
Does the paper identify clearly any implications for research, practice and/or society?
Implications need alignment with the results
Does the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)?
The paper contributes to the body of knowledge
Is the research having an impact upon society (influencing public attitudes, affecting the quality of life)?
It will improve a sustainable environment
Are these implications consistent with the findings and conclusions of the paper?
Yes, the conclusion and implication are aligned
Does the paper clearly express its case, measured against the technical language of the fields and the expected knowledge of the journal's readership?
The language is appropriate. Readability is good
Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc?
The language is appropriate. Readability is good
Overall Comments:
Accept minor changes
Recommendations
Accept with minor changes

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Notifications

Reviewer B:
Recommendation: Revisions Required

Does the paper contain new and significant information adequate to justify publication?
This study examines the influence of Green Marketing, Green Products, and Green Brand Image on women's purchasing behavior toward health-oriented green products in Indonesia. It is a novel idea

Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources?
Needs to add more relevant literature

Is any significant work ignored?
Needs to add the latest citation

Has the research or equivalent intellectual work on which the paper is based been well designed?
The paper needs to be formatted as per standard research paper. The authors may follow one of the published papers in the Market Forces

Is the paper's argument built on an appropriate base of theory, concepts or other ideas?
The narration is weak. Needs extensive revision

Are the methods employed appropriate?
The questionnaire and discussion on scale and measure are missing

Are results presented clearly and analyzed appropriately?
Results orders need revision

Do the conclusions adequately tie together the other elements of the paper?
The conclusion is brief. It needs revision

Does the paper identify clearly any implications for research, practice and/or society?
Implications are too brief. It needs more elaboration

Does the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)?
It can be used in class as a case study

Is the research having an impact upon society (influencing public attitudes, affecting the quality of life)?

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Notifications

Results orders need revision

Do the conclusions adequately tie together the other elements of the paper?
The conclusion is brief. It needs revision

Does the paper identify clearly any implications for research, practice and/or society?
Implications are too brief. It needs more elaboration

Does the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)?
It can be used in class as a case study

Is the research having an impact upon society (influencing public attitudes, affecting the quality of life)?
It will have a positive impact on the society


Are these implications consistent with the findings and conclusions of the paper?
Needs more alignment between the conclusion and implication

Does the paper clearly express its case, measured against the technical language of the fields and the expected knowledge of the journal's readership?
The language could be improved by breaking large sentences into small ones

Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc?
The language could be improved by breaking large sentences into small ones

Overall Comments:
Accept: minor changes
Recommendations
Accept with minor changes

Dr. Tariq Jalees
Managing Editor Market Forces



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AS

First revision

Participants
 Dr Tariq Jalees (tariqj)
 Asep Rokhyadi Permana Saputra (1asep_rokhyadi2)

Messages

Note	From
Dear Journal Manager We, the authors, would like to express our gratitude for our article being reviewed, and we hope that our revisions are in accordance with the recommendations of the reviewers. We have written our revisions in blue. Thank you. Best Regards Authors	1asep_rokhyadi2 2025-04-14 11:50 PM

[1asep_rokhyadi2, MF 1st Revised Article of Tiara Asep darmanto.docx](#)

[Add Message](#)

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THE INFLUENCE OF GREEN MARKETING, GREEN PRODUCT, AND GREEN BRAND IMAGE ON THE PURCHASING BEHAVIOR OF HEALTHY WOMEN GREEN PRODUCT

External Kotak Masuk x

Tariq Jales <tariquej2004@yahoo.com>
 kepada 200510340@student.mercubuana-yogya.ac.id, saya, darmanto@itbaas.ac.id

Sel, 24 Jun 2025, 19:14

Sepertinya pesan ini ditulis dalam Inggris x
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Dear Tiara Farah Pratama

Your article was submitted to the **Market Forces** will be published in the July 2025 issue. For the last author, we only see the last name. Is there a first or middle name for this author? I'm sharing here what your submitted articles say. Please confirm. Once published, it is not possible to make any changes.

Chief Editor
Market Forces

Tiara Farah Pratama
 Management Program Study, Faculty of Economics, Marcu Buana University, Yogyakarta, Indonesia
200510340@student.mercubuana-yogya.ac.id

Asep Rokhyadi Permana Saputra
 Management Program Study, Faculty of Economics, Marcu Buana University, Yogyakarta, Indonesia

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Darmanto
 AAS Indonesia Institute of Business Technology, Surakarta, Indonesia.
darmanto@itbaas.ac.id

Asep Rokhyadi <asep@mercubuana-yogya.ac.id> kepada Tariq • Sel, 24 Jun 2025, 19.34 ☆ ↶ ⋮

Dear Chief Editor

The last author's name is just one word, Darmanto.
Thank you.

Best Regards
Authors
...

↶ Balas ↷ Teruskan

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mail.google.com/mail/u/0/?tab=rm&ogbl#search/market+forces/FMfcgzQcpKfFTFNMLPMhkTZQQmcDvVjr

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3 dari banyak

Tariq Jales <tariqej2004@yahoo.com> kepada 200510340@student.mercubuana-yogya.ac.id, saya, darmanto@itbaas.ac.id, Muhammad, Tariq • Jum, 15 Agu 2025, 11.47 ☆ ↶ ⋮

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Dear Authors.

I am attaching the camera-ready copy of your manuscript. Please review it and ensure your names and affiliations are correct. Also, proofread it. If you suggest major changes, they may delay the publication. **Please give your go-ahead for publication.** If we do not hear from you by August 24, 2025, we will assume you don't have any changes to offer, and we will send the manuscript for publication. After this date, no changes will be incorporated.

Regards
 Professor Dr. Tariq Jales
 Market Forces, KIET.

Satu lampiran · Dipindai oleh Gmail ⓘ 📁 Tambahkan ke Drive

Market Forces
 4-The Influence o...

Looks good, please proceed. Yes, everything is correct. Looks good to me.

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Notifications

Editor Decision

2025-09-23 08:51 AM

Tiara Farah Pratama, Asep Rokhyadi Permana Saputra, Darmanto Darmanto:

We have reached a decision regarding your submission to Market Forces, "THE INFLUENCE OF GREEN MARKETING, GREEN PRODUCT, AND GREEN BRAND IMAGE ON THE PURCHASING BEHAVIOR OF HEALTHY WOMEN GREEN PRODUCT".

Our decision is to: Accept Submission

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Market Forces

My Assignments as Reviewer

My Submissions as Author

- 0 Active submissions
- 0 Revisions requested
- 0 Revisions submitted
- 0 Incomplete submissions
- 0 Scheduled for publication
- 1 Published**
- 0 Declined

Start A New Submission

Published (1)

Filters ...

Search submissions, ID, authors, ke

ID	SUBMISSIONS	STAGE	EDITORIAL ACTIVITY	ACTIONS
694	Tiara Farah Pratama et al. — The Influence of Green Mark...	Published		View

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