



Sri Hartini &lt;sri-hartini@feb.unair.ac.id&gt;

---

**[OMEE] Submission Acknowledgement**

1 message

---

**Sigitas Urbonavicius** <sigitas.urbonavicius@evaf.vu.lt>  
To: Sri Hartini <sri-hartini@feb.unair.ac.id>

Sun, Oct 10, 2021 at 11:09 AM

Dear Sri Hartini,

Thank you for submitting the manuscript, "The Interrelationships White Ocean Strategy, Customer Value, and Customer Engagement" to *Organizations and Markets in Emerging Economies*. With the journal online management system you will be able to track its progress through the editorial process by logging in.

Manuscript URL: <https://www.journals.vu.lt/omee/authorDashboard/submission/24870>  
Username: hartini1

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

Sincerely,  
Sigitas Urbonavicius  
Editor-in-Chief, OMEE

---

<http://www.journals.vu.lt/omee>



Sri Hartini &lt;sri-hartini@feb.unair.ac.id&gt;

---

**[OMEE] Editorial Decision (Revisions)**

2 messages

---

**Karina Adomaviciute** <karina.adomaviciute@evaf.vu.lt>

Sat, Oct 30, 2021 at 1:00 PM

To: Sri Hartini &lt;sri-hartini@feb.unair.ac.id&gt;, Masmira Kurniawati &lt;masmira-k@feb.unair.ac.id&gt;, Jovi Sulistiawan &lt;jovisulistiawan@feb.unair.ac.id&gt;, Muhammad Ihwanudin &lt;mihwanudin-2014@feb.unair.ac.id&gt;

Dear Sri Hartini | Masmira Kurniawati | Jovi Sulistiawan | Muhammad Ihwanudin,

We have received reviewer opinions regarding your submission titled "The Interrelationships White Ocean Strategy, Customer Value, and Customer Engagement". Based on them we **conditionally accept** the article subjected to the major revisions recommended.

More detailed comments of the reviewers are provided below.

**Please, respond to this e-mail confirming that you are willing/able to follow the recommendations and upload modified manuscript in one month.**

Please, upload the amended manuscript file into the system with the modified text highlighted in yellow. Additionally, please upload file(s) that are providing concrete answers to the comments/questions of reviewers (one separate file for each reviewer). If needed, please, upload your response to the Editor in a separate file. All files, except the article text, have to be uploaded by choosing the file category "other".

Sincerely,  
Sigita Urbonavicius  
Editor-in-Chief, OMEE

---

Reviewer A:

Thank you for inviting me to review the manuscript titled "The Interrelationships White Ocean Strategy, Customer Value, and Customer Engagement" for *Organization and Markets in Emerging Economies*.

The paper merges a number of interesting, timely concepts, including White Ocean Strategy and Customer Engagement. However, I also offer the following advice for the paper's improvement:

At the start of the abstract, it would be useful to add a sentence or so that outlines the key research gap addressed in this study, and why doing so is important.

Could you explain in what way this quantitative research is exploratory?

You state PLS-SEM results in 9 hypotheses. However, rather, we PLS-SEM used to explore your 9 hypotheses?

Given that you explore the role of WOS – Customer value – CE, it is necessary to conduct mediation analysis (i.e., to verify the mediating role of the Customer Value in the association of WOS – CE).

It is also necessary to test for common method bias/common method variance in the data, which I did not see reported in the paper.

Why was the Suroboyo Bus context considered an appropriate data collection context in the study?

In the Introduction, I'd recommend a restructuring that more directly reflects the investigated constructs. For example, I didn't understand why the paper starts off with a discussion of environmental (green) issues, which does not seem central in the paper (though it is tangentially involved). How does this relate to WOS, which is a key concept explored in the paper?

In the Introduction, I also recommend not outlining the Suroboyo Bus context, but instead focusing on the key theoretical concepts and their associations. Then, I recommend introducing the Suroboyo Bus Context in the Methodology section.

Table 1 should also be moved to the Method/Data Analysis section. The Introduction should not feature any tables.

Instead, the Introduction should focus on outlining the research gap and clarifying the paper's theoretical contributions.

In the Literature Review on Customer Value, a key reference is by Valarie Zeithaml (1988: JM), which I recommend citing in this section. Another key reference is by Woodruff (1997: JAMS).

In H1a-1d, does WOS have any sub-components that may be worth investigating individually (vs. WOS as a whole)?

On p. 9, CE is not the same as involvement (see e.g., Brodie et al. 2011: JSR). I also recommend doing further work on the CE section to go beyond mere description to provide a more analytical account of the CE literature.

What is the theoretical justification for including Value as an antecedent of CE (as I would advocate it to be the other way round)? For example, Hollebeek (2013: AMJ) or Jaakkola and Alexander (2014: JSR) view Value as a consequence (vs. antecedent) of CE.

In the Method section, did you conduct any confirmatory factor analyses (CFAs) to check the scales used?

On p. 15, you state that this is "explanatory research," while earlier, you had referred to it as "exploratory research." Please clarify.

I recommend structuring the final section (Discussion, Implications, and Limitations) in the following 3 sub-sections: 1. Theoretical Implications, 2. Managerial Implications, and 3. Limitations and Further Research.

I wish the authors the best of luck with the paper's further development.

Recommendation: Major Revisions Required

-----

Reviewer B:

The paper deals with an interesting and timely topic. The title, however, is unclear. The word "between" is missing after the word "interrelationships". In general, the entire paper should be thoroughly proofread once. Numerous linguistic problems make it difficult to understand many statements. In the abstract, the statements about the benefits of the study for stakeholders are too vague. The sentence "The higher the green value, functional value, and emotional value will increase customer engagement" in the abstract is not clear.

In the introduction, the objective should be formulated more concisely. The explanations in the introduction are relatively long and could be shortened. The relationships between the various constructs presented should have been made clearer in the theoretical part. The phrase "Sanches et al. (2006) is recognized as a significant determinant of consumer purchasing behavior (Suki, 2016)" is unclear. The hypotheses should have been derived step by step even more clearly. When formulating the hypotheses, it should be reflected whether also a more concretely declared positive relationship between the constructs discussed could have been derived from the theoretical background (e.g. "White ocean strategy positively affects customer perceived green value").

The sample is documented in detail. The operationalizations of the constructs are explained. Comprehensive quality checks of the scales are carried out. The results of the study are discussed in detail. The content of the study is reflected on. Methodological limitations should also have been addressed, such as the selection and size of the sample. The survey instrument (questionnaire) should be stated transparently in the annex to the study.

Overall, it is recommended that the paper be revised to include the aspects mentioned.

Recommendation: Major revisions required

-----

---

<http://www.journals.vu.lt/omee>

---

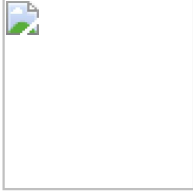
**Sri Hartini** <sri-hartini@feb.unair.ac.id>  
To: Karina Adomaviciute <karina.adomaviciute@evaf.vu.lt>

Sat, Oct 30, 2021 at 1:41 PM

Dear Mrs. Karina Adomaviciute

I have read your email, and am so glad to hear from you. **I would like to confirm that I decide to accept and be willing/able to follow the recommendations.** I will improve my paper as fast as I can based on the following recommendations. Thanks a lot for your consideration. Have a nice day.

sincerely yours,



**Dr. Sri Hartini**

*Associate Professor*

*Faculty of Economics and Business*

Universitas Airlangga

Jl. Airlangga No.4-6, Surabaya 60286

[sri-hartini@feb.unair.ac.id](mailto:sri-hartini@feb.unair.ac.id)

[Quoted text hidden]

## Uploading Revisions on OMEE

7 messages

Sri Hartini &lt;sri-hartini@feb.unair.ac.id&gt;

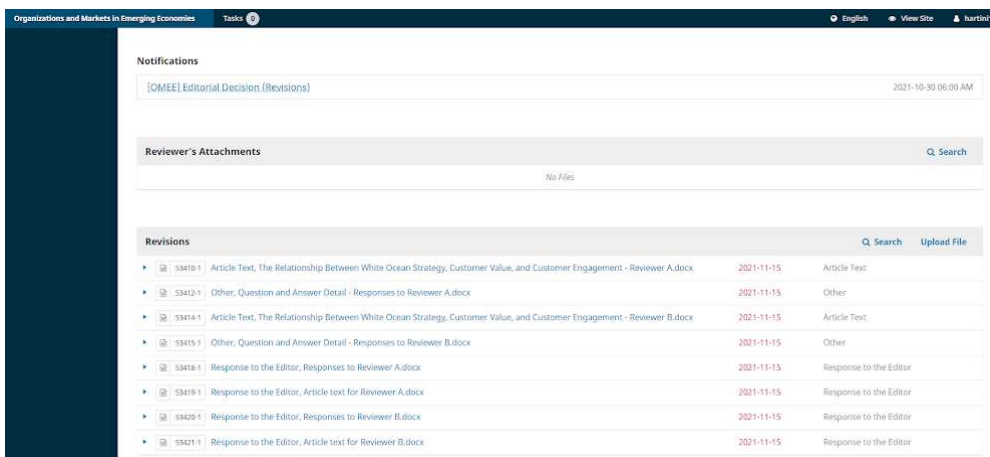
Mon, Nov 15, 2021 at 3:51 PM

To: sigitas.urbonavicius@evaf.vu.lt, karina.adomaviciute@evaf.vu.lt, organizations.markets@evaf.vu.lt

Dear editorial team,

After declaring the commitment to accept a major revision of the article, we have completed it. We have uploaded it on the OMEE system today. We have followed the advice from Mrs. Karina Adomaviciute's email ([karina.adomaviciute@evaf.vu.lt](mailto:karina.adomaviciute@evaf.vu.lt)). Would you mind checking our revised results?. Thank you so much for your consideration.

Sincerely yours,



Organizations and Markets in Emerging Economies

Notifications

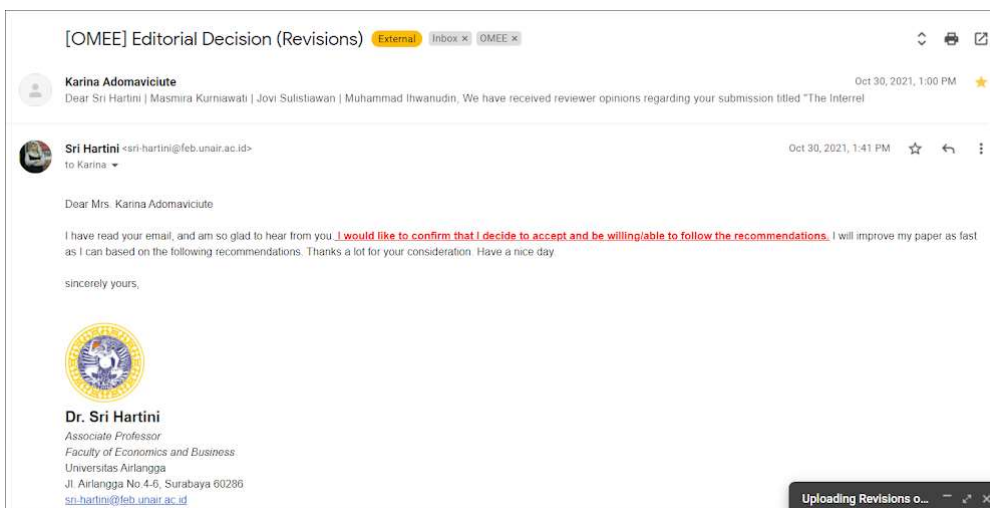
[OMEE] Editorial Decision (Revisions) 2021-10-30 06:00 AM

Reviewer's Attachments

No Files

Revisions

ID	Description	Date	Type
13419	Article Text, The Relationship Between White Ocean Strategy, Customer Value, and Customer Engagement - Reviewer A.docx	2021-11-15	Article Text
13412	Other, Question and Answer Detail - Responses to Reviewer A.docx	2021-11-15	Other
13414	Article Text, The Relationship Between White Ocean Strategy, Customer Value, and Customer Engagement - Reviewer B.docx	2021-11-15	Article Text
13415	Other, Question and Answer Detail - Responses to Reviewer B.docx	2021-11-15	Other
13418	Response to the Editor, Responses to Reviewer A.docx	2021-11-15	Response to the Editor
13419	Response to the Editor, Article text for Reviewer A.docx	2021-11-15	Response to the Editor
13420	Response to the Editor, Responses to Reviewer B.docx	2021-11-15	Response to the Editor
13421	Response to the Editor, Article text for Reviewer B.docx	2021-11-15	Response to the Editor



[OMEE] Editorial Decision (Revisions) External Inbox x OMEE x

Karina Adomaviciute Oct 30, 2021, 1:00 PM


Dear Sri Hartini | Masmira Kurniaswati | Jovi Sulistiawan | Muhammad Ithwanudin, We have received reviewer opinions regarding your submission titled "The Internet"

Sri Hartini <sri-hartini@feb.unair.ac.id> Oct 30, 2021, 1:41 PM

Dear Mrs. Karina Adomaviciute

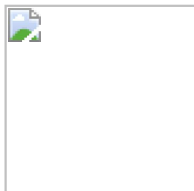
I have read your email, and am so glad to hear from you. I would like to confirm that I decide to accept and be willing to follow the recommendations. I will improve my paper as fast as I can based on the following recommendations. Thanks a lot for your consideration. Have a nice day

sincerely yours,



**Dr. Sri Hartini**  
Associate Professor  
Faculty of Economics and Business  
Universitas Airlangga  
Jl. Airlangga No.4-6, Surabaya 60286  
[sri-hartini@feb.unair.ac.id](mailto:sri-hartini@feb.unair.ac.id)

Uploading Revisions o...



**Dr. Sri Hartini**  
Associate Professor

Faculty of Economics and Business  
Universitas Airlangga  
Jl. Airlangga No.4-6, Surabaya 60286  
[sri-hartini@feb.unair.ac.id](mailto:sri-hartini@feb.unair.ac.id)

---

**Karina Adomavičiūtė** <[karina.adomaviciute@evaf.vu.lt](mailto:karina.adomaviciute@evaf.vu.lt)>  
To: Sri Hartini <[sri-hartini@feb.unair.ac.id](mailto:sri-hartini@feb.unair.ac.id)>  
Cc: Sigitas Urbonavičius <[sigitas.urbonavicius@evaf.vu.lt](mailto:sigitas.urbonavicius@evaf.vu.lt)>

Mon, Nov 15, 2021 at 9:06 PM

Dear Author,

Thank you for your e-mail. I found 8 different documents attached to the journal system.

Usually, authors attach revised article with corrected places marked in yellow, two separate documents with the answers to the reviewers' comments and sometimes information for the editor. In total 4 documents.

Could you please follow these recommendations and leave just needed documents?

Regards,

Karina

---

**From:** Sri Hartini <[sri-hartini@feb.unair.ac.id](mailto:sri-hartini@feb.unair.ac.id)>  
**Date:** 2021 November 15, Monday 16:53  
**To:** Sigitas Urbonavičius <[sigitas.urbonavicius@evaf.vu.lt](mailto:sigitas.urbonavicius@evaf.vu.lt)>, Karina Adomavičiūtė <[karina.adomaviciute@evaf.vu.lt](mailto:karina.adomaviciute@evaf.vu.lt)>, "[organizations.markets@evaf.vu.lt](mailto:organizations.markets@evaf.vu.lt)" <[organizations.markets@evaf.vu.lt](mailto:organizations.markets@evaf.vu.lt)>  
**Subject:** Uploading Revisions on OMEE

Dear editorial team,

After declaring the commitment to accept a major revision of the article, we have completed it. We have uploaded it on the OMEE system today. We have followed the advice from Mrs. Karina Adomaviciute's email ([karina.adomaviciute@evaf.vu.lt](mailto:karina.adomaviciute@evaf.vu.lt)). Would you mind checking our revised results?. Thank you so much for your consideration.

Sincerely yours,

Organizations and Markets in Emerging Economies Tasks English View Size hartini

**Notifications**

[OMEE] Editorial Decision (Revisions) 2021-10-30 06:00 AM

**Reviewer's Attachments** Search

No Files

**Revisions** Search Upload File

53410-1	Article Text, The Relationship Between White Ocean Strategy, Customer Value, and Customer Engagement - Reviewer A.docx	2021-11-15	Article Text
53412-1	Other, Question and Answer Detail - Responses to Reviewer A.docx	2021-11-15	Other
53414-1	Article Text, The Relationship Between White Ocean Strategy, Customer Value, and Customer Engagement - Reviewer B.docx	2021-11-15	Article Text
53415-1	Other, Question and Answer Detail - Responses to Reviewer B.docx	2021-11-15	Other
53418-1	Response to the Editor, Responses to Reviewer A.docx	2021-11-15	Response to the Editor
53419-1	Response to the Editor, Article text for Reviewer A.docx	2021-11-15	Response to the Editor
53420-1	Response to the Editor, Responses to Reviewer B.docx	2021-11-15	Response to the Editor
53421-1	Response to the Editor, Article text for Reviewer B.docx	2021-11-15	Response to the Editor

[OMEE] Editorial Decision (Revisions) External Inbox x OMEE x

**Karina Adomaviciute** Oct 30, 2021, 1:00 PM


Dear Sri Hartini | Masmira Kurniawati | Jovi Sulistiawan | Muhammad Ihwanudin, We have received reviewer opinions regarding your submission titled "The Interrel"

**Sri Hartini** <sri-hartini@feb.unair.ac.id> Oct 30, 2021, 1:41 PM

Dear Mrs. Karina Adomaviciute

I have read your email, and am so glad to hear from you. I would like to confirm that I decide to accept and be willing/able to follow the recommendations, I will improve my paper as fast as I can based on the following recommendations. Thanks a lot for your consideration. Have a nice day

sincerely yours,



**Dr. Sri Hartini**  
Associate Professor  
Faculty of Economics and Business  
Universitas Airlangga  
Jl. Airlangga No 4-6, Surabaya 60286  
sri-hartini@feb.unair.ac.id

Uploading Revisions o...

Image removed by sender.

[Quoted text hidden]

Sri Hartini <sri-hartini@feb.unair.ac.id>  
To: Karina Adomaviciute <karina.adomaviciute@evaf.vu.lt>

Mon, Nov 15, 2021 at 9:34 PM

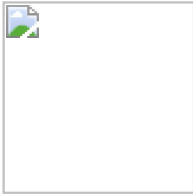
Dear Karina,

Fine, I understand. I have deleted four documents, leaving the other four for reviewers only (see the image below). Each reviewer has two files: the article text highlighted yellow and the responses to their comment with the notation "other". Is it right? Thank you for your understanding.

Sincerely yours,

**Revisions** Search Upload File

53410-1	Article Text, The Relationship Between White Ocean Strategy, Customer Value, and Customer Engagement - Reviewer A.docx	2021-11-15	Article Text
53412-1	Other, Question and Answer Detail - Responses to Reviewer A.docx	2021-11-15	Other
53414-1	Article Text, The Relationship Between White Ocean Strategy, Customer Value, and Customer Engagement - Reviewer B.docx	2021-11-15	Article Text
53415-1	Other, Question and Answer Detail - Responses to Reviewer B.docx	2021-11-15	Other

**Dr. Sri Hartini**

*Associate Professor*  
*Faculty of Economics and Business*  
Universitas Airlangga  
Jl. Airlangga No.4-6, Surabaya 60286  
[sri-hartini@feb.unair.ac.id](mailto:sri-hartini@feb.unair.ac.id)

[Quoted text hidden]

---

**Karina Adomavičiūtė** <[karina.adomaviciute@evaf.vu.lt](mailto:karina.adomaviciute@evaf.vu.lt)>  
To: Sri Hartini <[sri-hartini@feb.unair.ac.id](mailto:sri-hartini@feb.unair.ac.id)>

Wed, Nov 17, 2021 at 2:21 PM

Dear Sri Hartini,

Thank you for your revisions.

I just want to double check if the revised article is the same in both provided documents, just the marked places indicate the answers to the specific reviewer comments?

Regards,

Karina Adomaviciute  
Deputy-Editor, OMEE

---

**From:** Sri Hartini <[sri-hartini@feb.unair.ac.id](mailto:sri-hartini@feb.unair.ac.id)>  
**Date:** 2021 November 15, Monday 22:34  
**To:** Karina Adomavičiūtė <[karina.adomaviciute@evaf.vu.lt](mailto:karina.adomaviciute@evaf.vu.lt)>  
**Subject:** Re: Uploading Revisions on OMEE

Dear Karina,

Fine, I understand. I have deleted four documents, leaving the other four for reviewers only (see the image below). Each reviewer has two files: the article text highlighted yellow and the responses to their comment with the notation "other". Is it right? Thank you for your understanding.

Sincerely yours,



Revisions			Q Search	Upload File
53410-1	Article Text, The Relationship Between White Ocean Strategy, Customer Value, and Customer Engagement - Reviewer A.docx	2021-11-15	Article Text	
53412-1	Other, Question and Answer Detail - Responses to Reviewer A.docx	2021-11-15	Other	
53414-1	Article Text, The Relationship Between White Ocean Strategy, Customer Value, and Customer Engagement - Reviewer B.docx	2021-11-15	Article Text	
53415-1	Other, Question and Answer Detail - Responses to Reviewer B.docx	2021-11-15	Other	

 Image removed by sender.

## Dr. Sri Hartini

*Associate Professor*

*Faculty of Economics and Business*

Universitas Airlangga

Jl. Airlangga No.4-6, Surabaya 60286

[sri-hartini@feb.unair.ac.id](mailto:sri-hartini@feb.unair.ac.id)

On Mon, Nov 15, 2021 at 9:06 PM Karina Adomavičiūtė <[karina.adomaviciute@evaf.vu.lt](mailto:karina.adomaviciute@evaf.vu.lt)> wrote:

Dear Author,

Thank you for your e-mail. I found 8 different documents attached to the journal system.

Usually, authors attach revised article with corrected places marked in yellow, two separate documents with the answers to the reviewers' comments and sometimes information for the editor. In total 4 documents.

Could you please follow these recommendations and leave just needed documents?

Regards,

Karina

---

**From:** Sri Hartini <[sri-hartini@feb.unair.ac.id](mailto:sri-hartini@feb.unair.ac.id)>

**Date:** 2021 November 15, Monday 16:53

**To:** Sigitas Urbonavičius <[sigitas.urbonavicius@evaf.vu.lt](mailto:sigitas.urbonavicius@evaf.vu.lt)>, Karina Adomavičiūtė <[karina.adomaviciute@evaf.vu.lt](mailto:karina.adomaviciute@evaf.vu.lt)>, "[organizations.markets@evaf.vu.lt](mailto:organizations.markets@evaf.vu.lt)" <[organizations.markets@evaf.vu.lt](mailto:organizations.markets@evaf.vu.lt)>

**Subject:** Uploading Revisions on OMEE

Dear editorial team,

After declaring the commitment to accept a major revision of the article, we have completed it. We have uploaded it on the OMEE system today. We have followed the advice from Mrs. Karina Adomaviciute's email ([karina.adomaviciute@evaf.vu.lt](mailto:karina.adomaviciute@evaf.vu.lt)). Would you mind checking our revised results?. Thank you so much for your consideration.

Sincerely yours,

The screenshot shows the OMEE system interface. At the top, there is a navigation bar with the text "Organizations and Markets in Emerging Economies" and "Tasks". Below this, there is a "Notifications" section with a message from "[OMEE] Editorial Decision (Revisions)" dated 2021-10-30 06:00 AM. Underneath, there is a "Reviewer's Attachments" section with a search bar and the text "No Files". The main section is titled "Revisions" and contains a table with columns for "Revisions", "Q Search", and "Upload File". The table lists several revisions with their IDs, titles, and dates.

Revisions	Q Search	Upload File
53419-1 Article Text, The Relationship Between White Ocean Strategy, Customer Value, and Customer Engagement - Reviewer A.docx	2021-11-15	Article Text
53412-1 Other, Question and Answer Detail - Responses to Reviewer A.docx	2021-11-15	Other
53414-1 Article Text, The Relationship Between White Ocean Strategy, Customer Value, and Customer Engagement - Reviewer B.docx	2021-11-15	Article Text
53415-1 Other, Question and Answer Detail - Responses to Reviewer B.docx	2021-11-15	Other
53418-1 Response to the Editor, Responses to Reviewer A.docx	2021-11-15	Response to the Editor
53419-1 Response to the Editor, Article text for Reviewer A.docx	2021-11-15	Response to the Editor
53420-1 Response to the Editor, Responses to Reviewer B.docx	2021-11-15	Response to the Editor
53421-1 Response to the Editor, Article text for Reviewer B.docx	2021-11-15	Response to the Editor

The screenshot shows an email from Karina Adomaviciute to Sri Hartini. The subject is "[OMEE] Editorial Decision (Revisions)". The email text reads: "Dear Sri Hartini | Masmira Kurniawati | Jovi Sulistiawan | Muhammad Ihwanudin, We have received reviewer opinions regarding your submission titled "The Internet". Below this, there is a reply from Sri Hartini dated Oct 30, 2021, 1:41 PM. The reply text reads: "Dear Mrs. Karina Adomaviciute I have read your email, and am so glad to hear from you. I would like to confirm that I decide to accept and be willing/able to follow the recommendations. I will improve my paper as fast as I can based on the following recommendations. Thanks a lot for your consideration. Have a nice day sincerely yours,". Below the text is the signature of Dr. Sri Hartini, Associate Professor at the Faculty of Economics and Business, Universitas Airlangga.

**Dr. Sri Hartini**  
Associate Professor  
Faculty of Economics and Business  
Universitas Airlangga  
Jl. Airlangga No 4-6, Surabaya 60286  
[sri-hartini@feb.unair.ac.id](mailto:sri-hartini@feb.unair.ac.id)

**Error! Filename not specified.**

[Quoted text hidden]

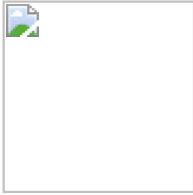
**Sri Hartini** <[sri-hartini@feb.unair.ac.id](mailto:sri-hartini@feb.unair.ac.id)>  
To: Karina Adomaviciūtė <[karina.adomaviciute@evaf.vu.lt](mailto:karina.adomaviciute@evaf.vu.lt)>

Wed, Nov 17, 2021 at 3:54 PM

Dear Karina,

Thank you so much for your response. I am pleased to hear from you. **Yes, you are right.** I have given the notation according to the review, both A and B. So, there are four documents. Thank you for your understanding.

Best wishes,



**Dr. Sri Hartini**

*Associate Professor*  
*Faculty of Economics and Business*  
Universitas Airlangga  
Jl. Airlangga No.4-6, Surabaya 60286  
[sri-hartini@feb.unair.ac.id](mailto:sri-hartini@feb.unair.ac.id)

[Quoted text hidden]

---

**Karina Adomavičiūtė** <[karina.adomaviciute@evaf.vu.lt](mailto:karina.adomaviciute@evaf.vu.lt)>  
To: Sri Hartini <[sri-hartini@feb.unair.ac.id](mailto:sri-hartini@feb.unair.ac.id)>

Wed, Nov 17, 2021 at 6:06 PM

Dear Sri Hartini,

Thank you for your clarifications.

Regards,

Karina Adomaviciute  
Deputy-Editor, OMEE

---

**From:** Sri Hartini <[sri-hartini@feb.unair.ac.id](mailto:sri-hartini@feb.unair.ac.id)>  
**Date:** 2021 November 17, Wednesday 16:54  
**To:** Karina Adomavičiūtė <[karina.adomaviciute@evaf.vu.lt](mailto:karina.adomaviciute@evaf.vu.lt)>  
**Subject:** Re: Uploading Revisions on OMEE

Dear Karina,

Thank you so much for your response. I am pleased to hear from you. **Yes, you are right.** I have given the notation according to the review, both A and B. So, there are four documents. Thank you for your understanding.

Best wishes,

 Image removed by sender.

**Dr. Sri Hartini***Associate Professor**Faculty of Economics and Business*

Universitas Airlangga

Jl. Airlangga No.4-6, Surabaya 60286

sri-hartini@feb.unair.ac.id

On Wed, Nov 17, 2021 at 2:21 PM Karina Adomavičiūtė <karina.adomaviciute@evaf.vu.lt> wrote:

Dear Sri Hartini,

Thank you for your revisions.

I just want to double check if the revised article is the same in both provided documents, just the marked places indicate the answers to the specific reviewer comments?

Regards,

Karina Adomaviciute

Deputy-Editor, OMEE

---

**From:** Sri Hartini <sri-hartini@feb.unair.ac.id>

**Date:** 2021 November 15, Monday 22:34

**To:** Karina Adomavičiūtė <karina.adomaviciute@evaf.vu.lt>

**Subject:** Re: Uploading Revisions on OMEE

Dear Karina,

Fine, I understand. I have deleted four documents, leaving the other four for reviewers only (see the image below). Each reviewer has two files: the article text highlighted yellow and the responses to their comment with the notation "other". Is it right? Thank you for your understanding.

Sincerely yours,

Revisions		Q Search	Upload File
53410-1	Article Text, The Relationship Between White Ocean Strategy, Customer Value, and Customer Engagement - Reviewer A.docx	2021-11-15	Article Text
53412-1	Other, Question and Answer Detail - Responses to Reviewer A.docx	2021-11-15	Other
53414-1	Article Text, The Relationship Between White Ocean Strategy, Customer Value, and Customer Engagement - Reviewer B.docx	2021-11-15	Article Text
53415-1	Other, Question and Answer Detail - Responses to Reviewer B.docx	2021-11-15	Other

Error! Filename not specified.

[Quoted text hidden]

[Quoted text hidden]

---

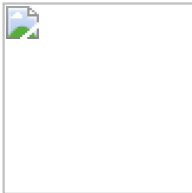
**Sri Hartini** <sri-hartini@feb.unair.ac.id>  
To: Karina Adomavičiūtė <karina.adomaviciute@evaf.vu.lt>

Wed, Nov 17, 2021 at 6:14 PM

Dear Karina,

You are welcome. Thank you for your consideration.

Best regards,



**Dr. Sri Hartini**

*Associate Professor*

*Faculty of Economics and Business*

Universitas Airlangga

Jl. Airlangga No.4-6, Surabaya 60286

[sri-hartini@feb.unair.ac.id](mailto:sri-hartini@feb.unair.ac.id)

[Quoted text hidden]

---

**[OMEE] Editorial Decision (Acceptance)**

5 messages

**Karina Adomaviciute** <karina.adomaviciute@evaf.vu.lt>

Tue, Dec 21, 2021 at 4:57 PM

To: Sri Hartini &lt;sri-hartini@feb.unair.ac.id&gt;, Masmira Kurniawati &lt;masmira-k@feb.unair.ac.id&gt;, Jovi Sulistiawan &lt;jovisulistiawan@feb.unair.ac.id&gt;, Muhammad Ihwanudin &lt;mihwanudin-2014@feb.unair.ac.id&gt;

Dear Sri Hartini | Masmira Kurniawati | Jovi Sulistiawan | Muhammad Ihwanudin,

We have reached a decision regarding your submission to Organizations and Markets in Emerging Economies, titled "The Interrelationships White Ocean Strategy, Customer Value, and Customer Engagement".

Based on the opinions of the reviewers, our decision is to accept the article.

We will contact you regarding the publishing procedures in the nearest future.

Sincerely,  
Sigitas Urbonavicius  
Editor-in-Chief, OMEE

---

<http://www.journals.vu.lt/omee>**B-The Relationship Between White Ocean Strategy, Customer Value, and Customer Engagement - Reviewer****A.docx**

107K

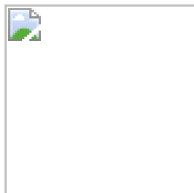
---

**Sri Hartini** <sri-hartini@feb.unair.ac.id>

Sun, Mar 27, 2022 at 9:51 AM

To: Karina Adomaviciute &lt;karina.adomaviciute@evaf.vu.lt&gt;

Dear Karina,

I am so glad to hear from you that my article will be published in your journal. May I know, when will it be published?  
Thank you.**Dr. Sri Hartini***Associate Professor**Faculty of Economics and Business*

Universitas Airlangga

Jl. Airlangga No.4-6, Surabaya 60286

[sri-hartini@feb.unair.ac.id](mailto:sri-hartini@feb.unair.ac.id)

[Quoted text hidden]

**Karina Adomavičiūtė** <karina.adomaviciute@evaf.vu.lt>  
To: Sri Hartini <sri-hartini@feb.unair.ac.id>

Sun, Mar 27, 2022 at 3:07 PM

Dear Sri,

It is scheduled for May 2022. My colleague assistant editor Ignas Zimaitis will contact you regarding the further steps.

Regards,

Karina Adomaviciute

---

**From:** Sri Hartini <sri-hartini@feb.unair.ac.id>  
**Date:** 2022 March 27, Sunday 05:51  
**To:** Karina Adomavičiūtė <karina.adomaviciute@evaf.vu.lt>  
**Subject:** Re: [OMEE] Editorial Decision (Acceptance)

Dear Karina,

I am so glad to hear from you that my article will be published in your journal. May I know, when will it be published?  
Thank you.

 **Image removed by sender.****Dr. Sri Hartini***Associate Professor**Faculty of Economics and Business*

Universitas Airlangga

Jl. Airlangga No.4-6, Surabaya 60286

[sri-hartini@feb.unair.ac.id](mailto:sri-hartini@feb.unair.ac.id)

[Quoted text hidden]

---

**Sri Hartini** <sri-hartini@feb.unair.ac.id>  
To: Karina Adomavičiūtė <karina.adomaviciute@evaf.vu.lt>

Sun, Mar 27, 2022 at 4:18 PM

Dear Karina,

Thank you for the information.

Best regards,

**Dr. Sri Hartini***Associate Professor**Faculty of Economics and Business*

Universitas Airlangga

Jl. Airlangga No.4-6, Surabaya 60286

[sri-hartini@feb.unair.ac.id](mailto:sri-hartini@feb.unair.ac.id)

[Quoted text hidden]

**Sri Hartini** <[sri-hartini@feb.unair.ac.id](mailto:sri-hartini@feb.unair.ac.id)>

Tue, May 10, 2022 at 3:42 PM

To: Karina Adomavičiūtė <[karina.adomaviciute@evaf.vu.lt](mailto:karina.adomaviciute@evaf.vu.lt)>

Dear Karina,

Due to your email, I would like to ask you about your colleague assistant editor Mr Ignas Zimaitis that will contact me in May 2022 for our article journal publication. But, until the present, there is no email I receive. So, I need to know when Mr Ignas Zimaitis will contact us? Thank you so much for your consideration.

Best regards,

**Dr. Sri Hartini***Associate Professor**Faculty of Economics and Business*

Universitas Airlangga

Jl. Airlangga No.4-6, Surabaya 60286

[sri-hartini@feb.unair.ac.id](mailto:sri-hartini@feb.unair.ac.id)On Sun, Mar 27, 2022 at 3:07 PM Karina Adomavičiūtė <[karina.adomaviciute@evaf.vu.lt](mailto:karina.adomaviciute@evaf.vu.lt)> wrote:

[Quoted text hidden]



---

## Regarding your submission to OMEE journal

11 messages

---

**Ignas Zimaitis** <ignas.zimaitis@evaf.vu.lt>

Tue, May 17, 2022 at 8:57 PM

To: sri-hartini@feb.unair.ac.id, masmira-k@feb.unair.ac.id, jovisulistiawan@feb.unair.ac.id, mihwanudin-2014@feb.unair.ac.id

Dear author,

your article was reviewed by our language editor and there are a few minor issues that I would like to ask you to address by this Friday.

Please find two files attached to this email. One file contains the article text with all the changes that were made by our language editor. The other file contains the text with these changes accepted.

Please see the comments in the "accepted" file and make the necessary changes. Also, please highlight all the changes you make in green color.

Also, please carefully review the affiliations, contact information and the names of the authors.

Best regards,  
Ignas Zimaitis

---

### 2 attachments

 **24870-Article-corrections\_accepted.docx**  
99K

 **24870-Article-corrections.docx**  
88K

---

**Sri Hartini** <sri-hartini@feb.unair.ac.id>

Thu, May 19, 2022 at 9:38 PM

To: Ignas Zimaitis <ignas.zimaitis@evaf.vu.lt>

Cc: MASMIRA KURNIAWATI <masmira-k@feb.unair.ac.id>, JOVI SULISTIAWAN <jovisulistiawan@feb.unair.ac.id>,  
Muhammad Ihwanudin <mihwanudin-2014@feb.unair.ac.id>

Dear **Mr Ignas Zimaitis**

We present the results of our revision of our article attached below. Thank you for your support and consideration.

Best regards,

**Dr. Sri Hartini**

*Associate Professor*

*Faculty of Economics and Business*

Universitas Airlangga

Jl. Airlangga No.4-6, Surabaya 60286

[sri-hartini@feb.unair.ac.id](mailto:sri-hartini@feb.unair.ac.id)

[Quoted text hidden]

---

 **24870-Article-corrections\_accepted\_Revised.docx**  
95K

---

**Muhammad Ihwanudin** <mihwanudin-2014@feb.unair.ac.id>

Thu, May 19, 2022 at 9:39 PM

To: Ignas Zimaitis <ignas.zimaitis@evaf.vu.lt>

Cc: Sri Hartini <sri-hartini@feb.unair.ac.id>, masmira-k@feb.unair.ac.id, jovisulistiawan@feb.unair.ac.id

Dear **Mr Ignas Zimaitis**

We present the results of our revision of our article attached below. Thank you for your support and consideration.

Best regards,

On Tue, May 17, 2022 at 8:58 PM Ignas Zimaitis <ignas.zimaitis@evaf.vu.lt> wrote:

[Quoted text hidden]

--

**Muhammad Ihwanudin, S.M.**

*Associate Master Degree*

*Airlangga University, Indonesia*

*mihwanudin-2014@feb.unair.ac.id - +62 82233196379*

---

 **24870-Article-corrections\_accepted\_Revised.docx**  
95K

---

**Ignas Zimaitis** <ignas.zimaitis@evaf.vu.lt>

Tue, May 24, 2022 at 9:10 PM

To: Muhammad Ihwanudin <mihwanudin-2014@feb.unair.ac.id>

Cc: Sri Hartini <sri-hartini@feb.unair.ac.id>, masmira-k@feb.unair.ac.id, jovisulistiawan@feb.unair.ac.id

Dear Muhammad,

thank you very much for the amendments. I will forward it to our language editor for final review.

Best wishes,

Ignas

[Quoted text hidden]

---

**Muhammad Ihwanudin** <mihwanudin-2014@feb.unair.ac.id>

Wed, May 25, 2022 at 3:47 PM

To: Ignas Zimaitis <ignas.zimaitis@evaf.vu.lt>

Cc: Sri Hartini <sri-hartini@feb.unair.ac.id>, MASMIRA KURNIAWATI <masmira-k@feb.unair.ac.id>, JOVI SULISTIAWAN <jovisulistiawan@feb.unair.ac.id>

Dear Mr Ignas Zimaitis

I am so glad to hear from you. Thank you so much for your help and consideration.

Best regards

[Quoted text hidden]

---

**Ignas Zimaitis** <ignas.zimaitis@evaf.vu.lt>

Tue, Jun 14, 2022 at 12:38 PM

To: Muhammad Ihwanudin <mihwanudin-2014@feb.unair.ac.id>

Cc: Sri Hartini <sri-hartini@feb.unair.ac.id>, MASMIRA KURNIAWATI <masmira-k@feb.unair.ac.id>, JOVI SULISTIAWAN <jovisulistiawan@feb.unair.ac.id>

Dear authors,

please find the finalized article attached. I will be waiting for suggested corrections till tomorrow (15th of June) evening.


P. S., take a note that the received/accepted dates are not correct, this information will be edited.

Best regards,

Ignas

[Quoted text hidden]

---

 **96\_PDFsam\_OMEE\_2022\_13\_1(25)\_korekturai.pdf**