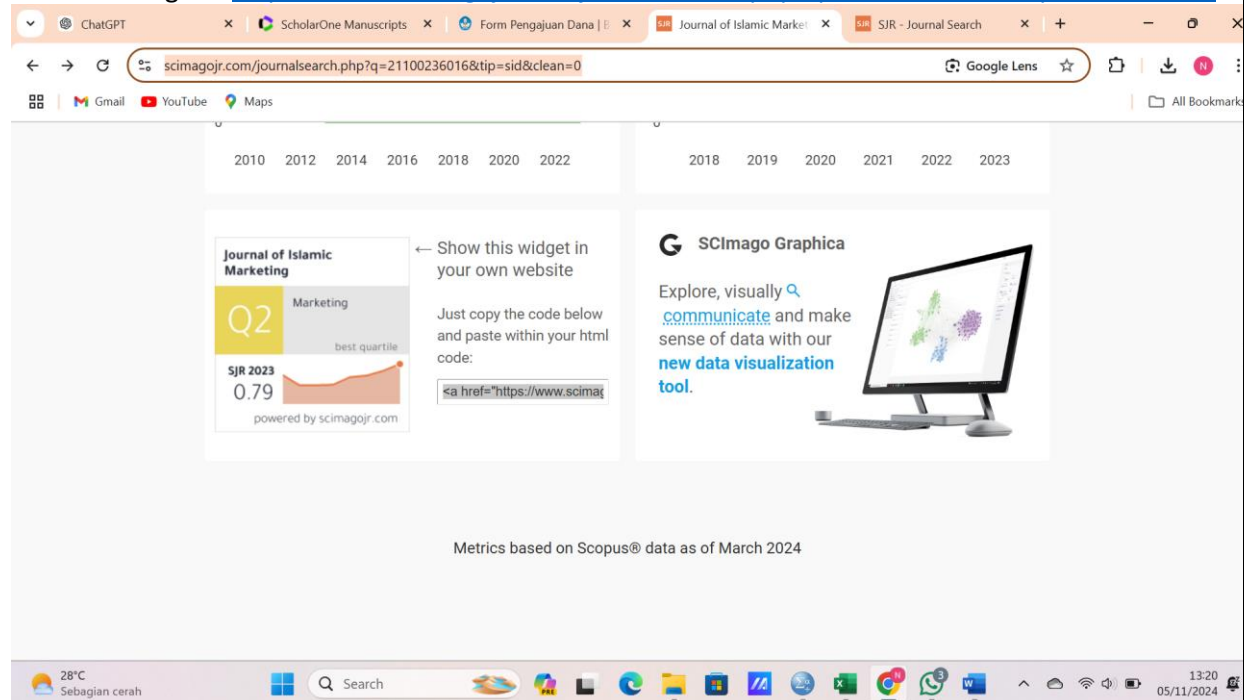


3. Link Scimago JR <https://www.scimagojr.com/journalsearch.php?q=21100236016&tip=sid&clean=0>



Journal of Islamic Marketing

Decision Letter (JIMA-08-2023-0266)**From:** mhassan@uno.edu**To:** nengsugiana@upi.edu**CC:****Subject:** Journal of Islamic Marketing - Decision on Manuscript ID JIMA-08-2023-0266**Body:** 10-Nov-2023

Dear Ms. Sugiana:

Manuscript ID JIMA-08-2023-0266 entitled "Metaverse Integration in Halal Marketing: Charting New Avenues for Promoting Ethical Consumption" which you submitted to the Journal of Islamic Marketing, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

The reviewer(s) have recommended publication, but also suggest some revisions to your manuscript. Therefore, I invite you to respond to the reviewer(s)' comments and revise your manuscript.

To revise your manuscript, log into <https://mc.manuscriptcentral.com/jima> and enter your Author Centre, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "Create a Revision." Your manuscript number has been appended to denote a revision.

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Once again, thank you for submitting your manuscript to the Journal of Islamic Marketing and I look forward to receiving your revision.

Sincerely,
Prof. M. Kabir Hassan and Dr. Abdalmuttaleb Al-Sartawi
Guest Editors, Journal of Islamic Marketing
mhassan@uno.edu
amasartawi@hotmail.com

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Please note that there is no obligation to use Editage and using this service does not guarantee publication.

Reviewer(s)' Comments to Author:
Reviewer: 1

Recommendation: Minor Revision

Comments:

Dear Author

I think it's good article but it's better to mention the study limitations and future research, then

will be perfect.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Yes it is
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Yes it is
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Yes it is
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Yes it is
5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Yes it is
6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Yes it is

Reviewer: 2

Recommendation: Major Revision

Comments:

Certainly, the topics of the metaverse and halal marketing are intriguing and have gained significant attention in recent times. However, the authors should encompass appropriate and supporting information to justify its publication.

To enhance the quality of communication, the paper would benefit significantly from:

Providing contextual explanations for technical jargon and concepts.
Restructuring complex sentences for better readability.
Reducing the excessive use of acronyms or providing clear definitions when introduced.
Ensuring a balance between technical specificity and accessibility for a broader readership.
Improving the clarity and readability of the paper is essential for effective communication within the field and for broader engagement within the journal's readership.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Certainly, the topics of the metaverse and halal marketing are intriguing and have gained significant attention in recent times. However, the authors should encompass appropriate and supporting information to justify its publication.
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Unfortunately, the paper lacks a comprehensive grasp of the existing literature in the field. The range of cited sources is limited and fails to encompass the breadth of available research on the subject. There is a notable absence of seminal works and recent publications that could provide crucial context and support to the arguments presented. Ignoring significant studies hampers the paper's depth and overall credibility, as it overlooks essential perspectives and findings that could potentially strengthen the research's foundation. An expanded and more diverse selection of sources is required to create a more well-rounded and substantiated discussion within the paper.
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: This study failed to fully integrate the qualitative and quantitative components, leading to a disjointed or fragmented analysis. Integration should be seamless, with each method enhancing and informing the other. Researchers need to carefully plan the timing and sequence of data collection and analysis for the two components (qualitative and quantitative) to ensure that the methods complement each other and that the study's goals are met. researchers required to address ethical issues related to data collection, analysis, and reporting along with a clear theoretical framework that justifies the integration of both methods.
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: The presentation of results within the

paper appears somewhat convoluted and lacks a coherent analysis. The data seems scattered, making it challenging to draw clear correlations or derive meaningful conclusions. There is a lack of a cohesive link between the findings and the broader context or theoretical framework, which weakens the strength of the conclusions. The analysis of the results seems superficial, lacking in-depth exploration or critical evaluation of the findings. This oversight diminishes the paper's overall credibility and fails to demonstrate a robust understanding of the subject matter. Furthermore, the conclusions fall short in tying together the various elements of the paper. They appear disconnected from the research presented, failing to effectively synthesize the key points or offer comprehensive insights that could unify the different sections of the paper. In summary, the results lack clarity and depth in their analysis, and the conclusions fail to effectively integrate the various components of the paper, leaving the overall work disjointed and inconclusive.

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: The paper failed to provide a distinct connection between theoretical concepts and practical applications. The discussion lack tangible, actionable implications for researchers, practitioners, or society. The paper does not effectively illustrate how the research findings can be utilized in practical settings. There may be a lack of concrete examples or strategies for implementing the insights gained from the study in economic or commercial contexts, hindering any potential real-world impact. Moreover, this study should sufficiently discuss how its findings could influence or shape public policy, particularly in the context of halal marketing within the evolving landscape of the metaverse. Further, its findings might not offer substantial insights or advancements that significantly enhance the understanding of halal marketing within the metaverse.


6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: The paper heavily relies on technical jargon without adequate explanations, making it inaccessible to a wider audience. The excessive use of field-specific terminology without context hampers comprehension, particularly for readers not deeply entrenched in the subject matter. Sentences tend to be convoluted and overly complex, making the text difficult to follow. The lack of coherent structure affects the flow of ideas and obstructs the reader's comprehension. The paper fails to clarify key concepts or methodologies that are fundamental to the field. It assumes a level of pre-existing knowledge that might not be universally present among the readership of the journal.

Guest Editors

Major revision

you have to address all the comments raised by the reviewers additional to focus more on the practical and theoretical implications of your study. Also you need to proof edit your paper to avoid the language errors. Finally you need to clearly justify the need of your study in tearm of previous studies and methodology.

Date Sent: 10-Nov-2023

 Close Window

Journal of Islamic Marketing

Decision Letter (JIMA-08-2023-0266.R1)

From: mhassan@uno.edu

To: nengsugiana@upi.edu

CC:

Subject: Journal of Islamic Marketing - Decision on Manuscript ID JIMA-08-2023-0266.R1

Body: 24-Jan-2024

Dear Ms. Sugiana:

Manuscript ID JIMA-08-2023-0266.R1 entitled "Metaverse Integration in Halal Marketing: Charting New Avenues for Promoting Ethical Consumption" which you submitted to the Journal of Islamic Marketing, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

The reviewer(s) have recommended publication, but also suggest some revisions to your manuscript. Therefore, I invite you to respond to the reviewer(s)' comments and revise your manuscript.

To revise your manuscript, log into <https://mc.manuscriptcentral.com/jima> and enter your Author Centre, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "Create a Revision." Your manuscript number has been appended to denote a revision.

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Once again, thank you for submitting your manuscript to the Journal of Islamic Marketing and I look forward to receiving your revision.

Sincerely,
Prof. M. Kabir Hassan
Guest Editor, Journal of Islamic Marketing
mhassan@uno.edu

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Please note that there is no obligation to use Editage and using this service does not guarantee publication.

Reviewer(s)' Comments to Author:
Reviewer: 1

Recommendation: Minor Revision

Comments:
Dear Author
It's very interesting topic but it needs some correctly

1. The questioniar is not cited from where you taken the dimensions.
2. The limitations aren't mentioned.
3. Future reaches: it should be mentioned since this will guide the researchers to invitegate in these issues

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Yes it dose
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Yes it dose
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Yes it dose
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Yes it is
5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Yes it does
6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Yes it dose

Reviewer: 2

Recommendation: Major Revision

Comments:

This is an interesting topic. try to improve the quality of your work for publication.

Additional Questions:


1. Originality: Does the paper contain new and significant information adequate to justify publication?: In the rapidly evolving landscape of scientific research, the quest for new and significant information is a perpetual endeavor. Paper that delves into the critical task of synchronizing diverse and groundbreaking findings to create a cohesive narrative that justifies publication. The journey from raw data to a publishable manuscript often requires meticulous orchestration, ensuring that the various components harmonize seamlessly to contribute meaningfully to the scientific discourse. Therefore, this study requires further work to synchronize the paragraphs and headings such as imitations and future research directions should be included using a separate heading.
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: The authors have not sufficiently engaged with existing research in the field. There are some common issues has been found such as the absence of widely recognized studies that are directly relevant to the research topic may indicate a lack of familiarity with the core literature. Moreover, the failure to acknowledge contradictory evidence or conflicting viewpoints in the literature that can weaken the paper's credibility. Also, the literature is cited, the authors have not provided proper context or adequately connect the cited works to the research questions, indicating a superficial engagement with the material. Further, the citations used inside the writings had not used proper procedure.
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Assessing the foundation of a paper's argument, the quality of the underlying theory, concepts, and research design is crucial for evaluating its overall credibility. Here are some key considerations that the authors required to change for the methodology section.
No sampling method, data collection techniques, and overall methodology were employed in this study to ensure they are appropriate for the research objectives. Proper justification for the use of the methods employed are suitable for the research design is required. For example, qualitative methods (interviews, content analysis) may be more appropriate for certain research questions than quantitative methods (surveys, experiments), and vice versa.
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Further work is required to show the result section. Why son has been used in table no. 2.
5. Implications for research, practice and/or society: Does the paper identify clearly any

implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Yes

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Still require further improvement to reduce the mistakes.

May employ professional proofreading services.

Date Sent: 24-Jan-2024

 Close Window

Journal of Islamic Marketing

Decision Letter (JIMA-08-2023-0266.R2)**From:** mhassan@uno.edu**To:** nengsugiana@upi.edu**CC:****Subject:** Journal of Islamic Marketing - Decision on Manuscript ID JIMA-08-2023-0266.R2**Body:** 08-Oct-2024

Dear Ms. Sugiana:

Manuscript ID JIMA-08-2023-0266.R2 entitled "Metaverse Integration in Halal Marketing: Charting New Avenues for Promoting Ethical Consumption" which you submitted to the Journal of Islamic Marketing, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

The reviewer(s) have recommended publication, but also suggest some revisions to your manuscript. Therefore, I invite you to respond to the reviewer(s)' comments and revise your manuscript.

To revise your manuscript, log into <https://mc.manuscriptcentral.com/jima> and enter your Author Centre, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "Create a Revision." Your manuscript number has been appended to denote a revision.

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Reviewer(s)' Comments to Author:
Reviewer: 1

Recommendation: Reject

Comments:
There is a lot more work in terms of structure and writing.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Though it has an innovative idea but require more work to publish.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: No

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: No

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: No

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: No

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: No

Reviewer: 2

Recommendation: Minor Revision

Comments:

no comments

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: The paper is original in terms of its contribution to the literature more particularly as it undertakes the new ideas about Metaverse Integration in Halal Marketing and Promote Ethical Consumption. However, it is recommended that the author(s) explain the development of the index more and justify its development and usage (i.e. content analysis) from a methodological perspective.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: • Literature review: The literature review section is extensive but could benefit from a more critical analysis of existing studies. Highlighting the gaps in the current literature more explicitly would strengthen the justification for this study. However, some of the cited work was old and the author needs to use more recent references in order to be connected the current debates regarding the paper's main arguments, and may be added to enrich this part: Authors may make use of the following updating and related papers:

- Shahwan, R., An-Najjar, M., Nour, A., Zaman, T. (2024). Antecedents and Consequences of Business Model Innovation: A Theoretical Model. In: Musleh Al-Sartawi, A.M.A., Al-Qudah, A.A., Shihadeh, F. (eds) Artificial Intelligence-Augmented Digital Twins. Studies in Systems, Decision and Control, vol 503, pp25-35 https://doi.org/10.1007/978-3-031-43490-7_3
- Mohammad, R., Nour, A.I. and Al-Atoot, S.M. (2024), "Risk and reward: unraveling the link between credit risk, governance and financial performance in banking industry", Journal of Islamic Marketing, Vol. ahead-of-print No. ahead-of-print., Emerald Publishing <https://doi.org/10.1108/JIMA-11-2023-0378>
- Tanbour, K.M., Nour, A.I. (2024). The Impact of Internal Auditing Activity on the Effectiveness of Digital Risk Management in Banks Registered on the Palestine Exchange. In: Houry, R.E., Nasrallah, N. (eds) Intelligent Systems, Business, and Innovation Research. Studies in Systems, Decision and Control, vol 489. PP17-32 https://doi.org/10.1007/978-3-031-36895-0_2
- Abdeljawad, I., Nour, A.I., Utt, A.S. (2023). Impact of Information and Communication Technology (ICT) on Labor Productivity of Palestinian Manufacturing Firms. In: Hannon, A., Mahmood, A. (eds) Artificial Intelligence, Internet of Things, and Society 5.0. Studies in Computational Intelligence, vol 1113, pp351-361 https://doi.org/10.1007/978-3-031-43300-9_29
- Mohammad Najjar, Ihab H. Alsurakji, Amjad El-Qanni & Abdunaser I.Nour (2023), The role of blockchain technology in the integration of sustainability practices across multi-tier supply networks: implications and potential complexities, Journal of Sustainable Finance & Investment, 13:1, 7447 Scopus Q1, IF4.3 (2022) Clarivate - Web of Science <https://www.tandfonline.com/doi/abs/10.1080/20430795.2022.2030663>
- Nour, A.I., Najjar, M., Al Koni, S., Abudiak, A., Noor, M.I. and Shahwan, R. (2024), "The impact of corporate governance mechanisms on corporate failure: an empirical evidence from Palestine Exchange", Journal of Accounting in Emerging Economies, , Vol.14 No.4, pp771-790. <https://doi.org/10.1108/JAEE-10-2022-0283>
- Ahmad H. Daher and Abdul Naser I. Nour, (2009). Factors Affecting Make-or-Buy and Pricing Decisions in Jordanian Manufacturing Companies, Dirasat Journal, An International Refereed Research Journal, Published by the Deanship of Academic Research, University of Jordan Vol,

(36), No (1) Jan 2009 PP 92-112. <https://journals.ju.edu.jo/DirasatAdm/article/view/131>

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: • Explain. How was the sample chosen and justify?

- The authors should add and highlights the imports and objectives of the research.
- There is a need to elaborate on data collection process, the author needs to explain in detail how you arrived at sample size, sampling technique, and number of population since it is finite. However, it is recommended the author(s) state the source of the work (cite/reference the paper) that underpins the key assumptions made in the paper and/or identify where the author is making assertions. Also authors should more explain about the model and Methods used should explain more appropriate, however as explained above it is recommended to justify the use of the index and motivation for its development.

4. Results:

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Yes, results are adequate as well. However, it is recommended that the author(s) to link the findings with previous empirical studies and discuss the analysis bearing in mind the additions brought up by Metaverse Integration in Halal Marketing and Promote Ethical Consumption theories related, it should be highlighted in the discussion of the results more elaborately.

- The authors need to provide better discussions for the findings and conclusion; I found the results to be very interesting. However, discussion part did not reflect that properly. The authors should add study recommendations.
- While the discussion relates findings to existing literature, more in-depth comparisons and contrasts with previous studies could strengthen the analysis, and other global studies.
- Authors need to address what lessons can be learned from this piece of research
- Specific insights into how the study fills gaps in knowledge

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: • Yes, see the above suggestion to improve upon the implications of the study mainly with regards to innovation and its implications for businesses and policy makers in Islamic countries. The conclusion provides some recommendations for policymakers but lacks specific, actionable suggestions. Furthermore, the paper should highlight areas for future research, especially in extending the study to other emerging markets or incorporating additional variables that could affect Metaverse Integration in Halal Marketing and Promote Ethical Consumption

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: • The language flows smoothly and is written clearly.

- I believe this piece of work provides an important and timely relative research that is a valuable contribution to knowledge about Islamic emerging markets and more specifically, knowledge about the subject.

Reviewer: 3

Recommendation: Accept

Comments:

This article is a valuable addition to the field, presenting ideas in a clear and systematic manner, and making original contributions that contribute to enhancing scientific understanding and developing knowledge.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Yes, the paper contains information that is new and important enough to warrant publication. The paper makes an original contribution to the development of knowledge in the field.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Yes, the paper demonstrates an adequate understanding of the relevant literature in the field, and cites an appropriate range of literature sources. No important work has been ignored, and key studies have been addressed and included appropriately to support the scientific and analytical content of the paper.


3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Yes, the argument of the paper is based on an appropriate foundation of theories, concepts or other ideas, and the methodologies used are considered appropriate to achieve the objectives of the study and ensure the accuracy of the results.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Yes, the results are clearly presented and adequately analyzed. The conclusions adequately connect to the other elements of the paper.

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Yes, the paper clearly identifies implications for research, practice and society. The paper shows how to bridge the gap between theory and practice, and illustrates how the research can be used in practice.

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Yes, the paper expresses its content clearly, taking into account the technical language of the field and the knowledge expected of the journal's readers.

Date Sent: 08-Oct-2024

 Close Window