

LAMPIRAN BUKTI KORESPONDENSI KARYA ILMIAH

**INNOVATING BRAND STRATEGY DEVELOPMENT USING INTEGRATION OF DATA MINING AND
THE CBBE MODEL**

AGUNG SUTRISNO

10/13/22, 5:32 AM

Yahoo Mail - (T9)(2nd time)revise IJIL7496 paper(FROM Prof. Lee, Tzong-Ru (Jiun-Shen))

(T9)(2nd time)revise IJIL7496 paper(FROM Prof. Lee, Tzong-Ru (Jiun-Shen))

Dari: trlee (trlee@dragon.nchu.edu.tw)

Kepada: a6un6sutrisno@yahoo.com

Tanggal: Sabtu, 5 Januari 2013 19.37 PST

Dear agung sutrisno a6un6sutrisno@yahoo.com:

Happy New Year to you.

Here comes one chance of cooperation.

Please revise the paper attached with this email. And email me the revised version of the paper before Jan. 20 2013 (If you have problem for this due date, please tell me when the good time for you. Then, I will email the editor to postpone the due date). Do not worry. Just do whatever you can to revise this paper. Also, please add your name in the author list of this paper.

One of the files attached with this email is the full thesis in Chinese. If you have problem to read it because of the language barrier, just forget it. You can just go through the tables and figures.

Good luck to our cooperation. And wait for your positive response.

Regards,

國立中興大學

行銷學系教授

IJET 國際期刊 Guest Editor

IJECRM 國際期刊副主編

IJLEG 國際期刊副主編

李宗儒教授(潛紳)

402 台中市南區國光路250號

National Chung Hsing University

Professor of Marketing department

Guest Editor, International Journal of Electronic Transport

Special Issue on: "Technological Development and Innovation for Manufacturing, Services and Healthcare Industry" (IJET)

Associate Editor, International Journal of Electronic Customer Relationship Management(IJECRM)

Associate Editor, International Journal of Logistics Economics and Globalization(IJLEG)

Editorial Board Member, International Journal of Intercultural Information Management(IJIM)

Prof. Lee, Tzong-Ru (Jiun-Shen)

No.250, Kuo-Kuang Rd., Taichung City 402, Taiwan R.O.C.

-----Original message-----

From: Kongkiti Phusavat <fengkkp@ku.ac.th>

To: s7655960 <s7655960@gmail.com>, trlee <trlee@dragon.nchu.edu.tw>, jesslin <jesslin@dragon.nchu.edu.tw>

Cc: s7655960 <s7655960@gmail.com>, trlee <trlee@dragon.nchu.edu.tw>, jesslin <jesslin@dragon.nchu.edu.tw>, fengkkp <fengkkp@ku.ac.th>

Date: Mon, 17 Dec 2012 14:12:32 +0700

Subject: IJIL 7496 Manuscript Submission (After the First Review)

December 17, 2012

IJIL 7496 Manuscript Submission (After the First Review)

Dear Dr. Yi-Chieh Jessica Lin, Dr. Tzong-Ru (Jiun-Shen) Lee, and Dr. Chen-Han Wang

(s7655960@gmail.com; trlee@dragon.nchu.edu.tw; jesslin@dragon.nchu.edu.tw)

about:blank

1/2

10/13/22, 5:32 AM

Yahoo Mail - (T9)(2nd time)revise IJIL7496 paper(FROM Prof. Lee, Tzong-Ru (Jiun-Shen))

Please see an attached files in regard to your paper IJIL 7496 (The Application of Data Mining and CBBE Model to Brand Strategy Development: Using the Chu-Hsin Hair and Beauty Salon as an Example) submitted to International Journal of Innovation and Learning (IJIL) earlier.

The revisions are needed based on the reviewers' comments in order to make the paper acceptable for a possible publication. If you are interested in undertaking such an effort (or, if you are not), please inform me of your intentions by email.

If you DO choose to revise and resubmit the article, please submit two files to me:

- 1) the revised manuscript file in Word format (named IJIL 7496), and
- 2) a point-to-point response (as an email attachment Word file) to the reviewers' comments.

It is important that you satisfy the reviewers' concerns in your revised document. If you do plan to revise the paper, I ask you do so by January 31, 2013.

Please kindly acknowledge receipt of this email.

Warm regards,

Kongkiti Phusavat, Ph.D. (fengkkip@ku.ac.th)

Editor in Chief, IJIL

-  IJIL_7496_(Submission).docx
276.8kB
-  IJIL_7496_Reviewer_Report.pdf
135.2kB
-  論文完整版fin_中.pdf
1MB

Fw: IJIL 160401 WANG proof of paper for first checking

Dari: agung sutrisno (a6un6sutrisno@yahoo.com)

Kepada: a6un6sutrisno@yahoo.com

Tanggal: Selasa, 15 Oktober 2013 01:55 PDT

----- Forwarded Message -----

From: Inderscienceproofs <inderscienceproofs@athenaeservices.com>

To: s7655960@gmail.com; trlee@dragon.nchu.edu.tw; yclin@post.harvard.edu; a6un6sutrisno@yahoo.com

Cc: fengkkp@ku.ac.th

Sent: Tuesday, October 15, 2013 2:27 PM

Subject: IJIL 160401 WANG proof of paper for first checking

Dear Author/s,

This is our fourth attempt to obtain the amendments for your paper entitled 'Innovating brand strategy development using integration of data mining and the CBBE model' in the International Journal of Innovation and Learning.

In order to avoid further delay with the remainder of the issue, please reply direct to me as quickly as possible.

Regards,

Jeng Nepomuceno-Silo

On behalf of Inderscience Publishers

From: Inderscienceproofs [mailto:inderscienceproofs@athenaeservices.com]

Sent: Thursday, September 19, 2013 4:00 PM

To: 's7655960@gmail.com'; 'trlee@dragon.nchu.edu.tw'; 'yclin@post.harvard.edu'; 'a6un6sutrisno@yahoo.com'

Cc: 'fengkkp@ku.ac.th'

Subject: IJIL 160401 WANG proof of paper for first checking

Dear Author/s,

This is our third attempt to obtain the amendments for your paper entitled 'Innovating brand strategy development using integration of data mining and the CBBE model' in the International Journal of Innovation and Learning.

In order to avoid further delay with the remainder of the issue, please reply direct to me as quickly as possible.

Regards,

Jeng Nepomuceno-Silo

Fw: IJIL 160401 WANG proof of paper for first checking

Dari: agung sutrisno (a6un6sutrisno@yahoo.com)

Kepada: a6un6sutrisno@yahoo.com

Tanggal: Selasa, 15 Oktober 2013 01:55 PDT

----- Forwarded Message -----

From: Inderscienceproofs <inderscienceproofs@athenaeservices.com>

To: s7655960@gmail.com; trlee@dragon.nchu.edu.tw; yclin@post.harvard.edu; a6un6sutrisno@yahoo.com

Cc: fengkkp@ku.ac.th

Sent: Tuesday, October 15, 2013 2:27 PM

Subject: IJIL 160401 WANG proof of paper for first checking

Dear Author/s,

This is our fourth attempt to obtain the amendments for your paper entitled 'Innovating brand strategy development using integration of data mining and the CBBE model' in the International Journal of Innovation and Learning.

In order to avoid further delay with the remainder of the issue, please reply direct to me as quickly as possible.

Regards,

Jeng Nepomuceno-Silo

On behalf of Inderscience Publishers

From: Inderscienceproofs [mailto:inderscienceproofs@athenaeservices.com]

Sent: Thursday, September 19, 2013 4:00 PM

To: 's7655960@gmail.com'; 'trlee@dragon.nchu.edu.tw'; 'yclin@post.harvard.edu'; 'a6un6sutrisno@yahoo.com'

Cc: 'fengkkp@ku.ac.th'

Subject: IJIL 160401 WANG proof of paper for first checking

Dear Author/s,

This is our third attempt to obtain the amendments for your paper entitled 'Innovating brand strategy development using integration of data mining and the CBBE model' in the International Journal of Innovation and Learning.

In order to avoid further delay with the remainder of the issue, please reply direct to me as quickly as possible.

Regards,

Jeng Nepomuceno-Silo