

Cogent Business & Management - Invitation to Review Manuscript ID QABM-2024-1706

1 message

Cogent Business & Management <onbehalf@manuscriptcentral.com>
Reply-To: QABM-peerreview@journals.taylorandfrancis.com
To: deni@uhamka.ac.id

Tue, Sep 3, 2024 at 8:24 PM

03-Sep-2024

Dear Dr Deni Adha Akbari,

We have recently received a manuscript entitled "Social media marketing of higher education: A systematic literature review using the TCCM framework" for Cogent Business & Management. The abstract can be found at the bottom of this email.

Given your expertise in the field, we consider you to be an ideal candidate to peer review the manuscript. We would greatly appreciate your expert assessment of this article.

If you agree to serve as a reviewer for this manuscript (and potentially for subsequent revisions), please click the appropriate link below. Once you accept the invitation, you will be notified via e-mail about how to access our online manuscript review system.

If you cannot review the manuscript, we would welcome your suggestions for alternative reviewers via the online system. This option will be available after you click the 'Decline' link.

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To find out more about reviewing for a Taylor & Francis journal, please visit our website: <https://editorresources.taylorandfrancis.com/reviewer-guidelines/>

If you find you need more time to complete your review or have any questions, please email the Editorial Office (QABM-peerreview@journals.taylorandfrancis.com).

Sincerely,
Cogent Business & Management editorial office
QABM-peerreview@journals.taylorandfrancis.com

Manuscript Information:

TITLE: Social media marketing of higher education: A systematic literature review using the TCCM framework

ABSTRACT: The extensive use of social media in higher education marketing has attracted substantial research interest, which, however, appears fragmented to offer clear pathways. This research, therefore, aims to (1) systematically scrutinise and compile the empirical line of research on social media in higher education marketing and (2) outline a comprehensive and pertinent research agenda to advance this field. This study adopts the SPAR-4-SLR protocol and the "Theory-Context-Characteristics-Methodology" (TCCM) framework to systematically review 51 articles published in journals ranked "B" or above in the ABDC JQL. This systematic literature review reveals that research in social media marketing of higher education focuses strongly on consumer engagement, branding and customer relationship management. This review detects the need for new theoretical perspectives (e.g., consumption value in user engagement research), more studies focusing on the export market (international student

Manuscript ID QABM-2024-1706 is now in your Reviewer Centre - Cogent Business & Management

1 message

Cogent Business & Management <onbehalf@manuscriptcentral.com>

Sun, Sep 8, 2024 at 7:34 AM

Reply-To: QABM-peerreview@journals.taylorandfrancis.com

To: deni@uhamka.ac.id

07-Sep-2024

Dear Dr Deni Adha Akbari,

Thank you for agreeing to review the manuscript entitled "Social media marketing of higher education: A systematic literature review using the TCCM framework" for Cogent Business & Management. We look forward to receiving your comments by 21-Sep-2024.

To access the manuscript and complete your review, please click on the following link:

https://mc.manuscriptcentral.com/qabm?URL_MASK=a76d2438d3ee4052a498477e7f9031d1

The review form consists of three sections. There is a series of yes/no questions which you must answer by selecting from the available options. We then ask you to provide detailed and constructive feedback for the authors in the "Comments to the Author" section. Please refer to <https://editorresources.taylorandfrancis.com/reviewer-guidelines/review-checklist/> for more guidance.

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If you wish to view the manuscript and the review form simultaneously, click on the HTML or PDF icons – the manuscript will open in a new window. Leave the new window open, switch back to the main window, and open the score sheet by clicking on the Score Sheet tab.

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Peer review is a confidential process and you must not share details of the manuscript or any communications relating to it, with anyone else. Any conflict of interest, suspicion of duplicate publication, fabrication of data or plagiarism must immediately be reported to the Editorial Office. Please see below for more information regarding confidentiality.

If you need to log into your account on the Cogent Business & Management ScholarOne review site at a later date, your case-sensitive USER ID is deni@uhamka.ac.id.

If you need to set or reset your password, please click the link below. Following this link will take you to a page from which your permanent password can be set https://mc.manuscriptcentral.com/qabm?URL_MASK=b8c1829f092a4b7bb461373316e07b7b

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If the single use link has expired, you can generate a single use password by entering your email address into the Password Help function on your site log in page: <https://mc.manuscriptcentral.com/qabm>

Thank you for evaluating this manuscript.

Sincerely,
Cogent Business & Management
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If you have any conflict of interest (for example, a recent or ongoing collaboration with the author), please decline to review this manuscript and, if possible, suggest appropriate alternate reviewers.

Dr Kithsiri H V A
Academic Editor
Cogent Business & Management

Thank you for submitting your review of Manuscript ID QABM-2024-1706 for Cogent Business & Management

1 message

Cogent Business & Management <onbehalf@manuscriptcentral.com>

Sun, Sep 8, 2024 at 10:43 AM

Reply-To: QABM-peerreview@journals.taylorandfrancis.com

To: deni@uhamka.ac.id

07-Sep-2024

Dear Dr Deni Adha Akbari

Thank you for reviewing manuscript QABM-2024-1706 entitled "Social media marketing of higher education: A systematic literature review using the TCCM framework" for Cogent Business & Management.

The Editors are grateful for the voluntary contribution of every reviewer for the Journal. Your comments are very much appreciated.

In support of your ongoing research and learning, and in appreciation of your work on this review, we would like to offer you a 30% discount on Routledge, CRC Press, and Taylor & Francis books. Simply use the code REV624 at checkout on full-price books purchased on Routledge.com

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<https://survey.alchemer.eu/s3/90329429/Taylor-Francis-peer-review-survey?ac=OABM>

Sincerely,
Reviewer Selection Editor, Cogent Business & Management