

[ADMAN] Editor Decision

2023-12-06 08:53 AM

Sutrisno Sutrisno, Suseno Hadi Purnomo, Jan Horas Veryady Purba:

We have reached a decision regarding your submission to Journal of Contemporary Administration and Management (ADMAN), "Optimizing Business Management Strategies in the Social Media Era: Facing New Year Challenges with Digital-Based Excellence".

Our decision is: Revisions Required

1. Deepening the Integration of Social Media: Further improvement in the section explaining the integration of social media as an integral element in the modern business strategy of companies. Ensure that this clarification is more specific and emphasizes the substantial impact of these changes.
2. More Detailed Explanation of Challenges: Add a more detailed explanation of the challenges faced by companies in the era of social media, particularly in dealing with fluctuating trends, changes in consumer behavior, and competitive pressures. Thus, readers can gain a more in-depth understanding of the complexity of the current business environment.
3. More In-depth Discussion of Business Strategies: Provide a more in-depth discussion of business strategies relevant to the dynamic market conditions. Ensure that these points are presented more explicitly, providing a clear understanding of how companies can respond to changes and remain competitive.
4. Clarification about the Role of the New Year: Further clarification on why the turn of the year is considered a critical point and how companies can optimally leverage it. Include elements supporting the idea that the beginning of the year provides an opportunity for reflection and evaluation.
5. Emphasis on Research Focus: Further emphasis on the research focus, especially how the research aims to provide practical guidance to corporate leaders in facing challenges in the digital era.
6. Language and Readability Improvements: Pay attention to improvements in language and sentence flow to enhance readability and clarity.

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