

[BTP] Editor Decision

2 messages

Živilė Tunčikienė <btp@vgtu.lt>

Wed, May 13, 2020 at 7:27 PM To: Anggraeni Permatasari <anggraeni@president.ac.id>, Wawan Dhewanto <w_dhewanto@sbm-itb.ac.id>, Dina Dellyana <dina.dellyana@sbm-itb.ac.id>

Anggraeni Permatasari, Wawan Dhewanto, Dina Dellyana:

We have reached a decision regarding your submission to Business: Theory and Practice, "COLLABORATIVE VALUE CO-CREATION ON DOMESTIC PRODUCT AND SERVICES DESIGN USING THE DART MODEL: A CASE OF IKKON PROGRAM IN INDONESIA".

Our decision is to: Resubmit for Review

Živilė Tunčikienė btp@vgtu.lt

Reviewer B:

Dear Authors,

Thank you for your manuscript. I have some comments:

Please rewrite the abstract - make it clearly.

Please rewrite the introduction - Highline the current situation, problem, aim and tasks of your paper.

Please check the requirements of the citation.

The picture is quite "old" In these days you can find the new version of these models with some adaptation.

Who are the authors of Picture 5?

Please rewrite your conclusion, make it clearly.

Recommendation: Revisions Required

Reviewer C:

The title of the article is in a general format and does not reflect the problem solving by the analyzed object. Need to specify.

The structure of the paper should be presented in the last paragraph of the introduction section.

In the article mentioned that this research develops a new model of collaborative value co-creation to encourage commercialization of local products and service effectively. But it is not clear what research the authors did and on what basis was the model developed? It is need to detalyse.

Figure 1 is not indicated in the text. Also it is not clear what Figure 1 reflects. The sources mentioned in the presented literature analysis should not be older than 5 years.

In the chapter Nr. 2 "Reserch method" must be provide specific research methods. The methodology applied in the research should be more thoroughly presented. Also, the way of obtaining the results should be explained and showed in details.

It is not clear what the authors wanted to say in section 3.1. A Case of IKKON program: Innovation and Creativity through Archipelago Collaboration. It is also unclear what is the authors 'contribution. The article does not present the research done. The authors write about the developed model, but there is no validity of the model. It is not clear what the specific impact of the model will be with calculations and specific estimates. This is only a general article and does not reflect the results of the research.

Recommendation: See Comments

Business: Theory and Practice

D-Template_BTP_A.Permatasari-revision.docx

Anggraeni Permatasari <anggraeni@president.ac.id> To: Živilė Tunčikienė <btp@vgtu.lt> Thu, May 14, 2020 at 6:05 AM

Cc: Wawan Dhewanto <w dhewanto@sbm-itb.ac.id>, Dina Dellyana <dina.dellyana@sbm-itb.ac.id>

Dear Editor,

Thank you so much for the review. We will improve our manuscript.

Best regards, A.Permatasari [Quoted text hidden]



[BTP] Editor Decision

5 messages

Živilė Tunčikienė <btp@vgtu.lt>

Tue, Jul 7, 2020 at 7:56 PM To: Anggraeni Permatasari <anggraeni@president.ac.id>, Wawan Dhewanto <w dhewanto@sbm-itb.ac.id>, Dina Dellyana <dina.dellyana@sbm-itb.ac.id>

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Our decision is: Revisions Required

Živilė Tunčikienė btp@vgtu.lt

Reviewer A:

1. The term "commercialization" is mentioned in keywords, and this term is very often mentioned in the article. Definitions of "commercialization" and "commercialization phase" should be provided in the article.

2. In the article the authors state that the collaboration with multi-stakeholder will increase the value of the product by combining local and public needs.

- The paper should bring proof that inclusive innovation programs had an economic impact on the rural population by using indicators like incomes, quality of life, local government budget etc.

3. In chapter 3.2.1 "Discovery phase (idea generation and screening) is written that "There are six aspects in potential and risk assessment on IKKON programs such as culture, human resources, natural resources, social, economy, and infrastructure".

- There are six aspects in potential and risk assessment;

- The paper gives some examples of the potential risk aspect that should be assessed such as culture, human resources, natural resources, social, economy, and infrastructure but doesn't say why those risk factors have the potential harm. Analyze and evaluate the risk associated with that hazard in Table 2, 3 and 4

- It would be useful to show how the "New Value Co-Creation Proces" mitigate the risk identified in the "Existing model".

Recommendation: See Comments

Thu, Jul 9, 2020 at 4:27 AM

Business: Theory and Practice

Wawan Dhewanto <w_dhewanto@sbm-itb.ac.id>

To: Anggraeni Permatasari <anggraeni.p@sbm-itb.ac.id>, Anggraeni Permatasari <anggraeni_permatasari@sbm-itb.ac.id>, Anggraeni Permatasari <anggraeni.permatasari@sbm-itb.ac.id> Cc: Anggraeni Permatasari <anggraeni@president.ac.id>, Dina Dellyana <dina.dellyana@sbm-itb.ac.id> Selamat pagi mbak Reni, Setelah direvisi, sebelum disubmit, minta tolong dikirim ke teh Dina n saya terlebih dahulu untuk dibaca. Terima kasih. Wawan Dhewanto [Quoted text hidden] Wawan Dhewanto, PhD Associate Professor on Entrepreneurship and Innovation Management School of Business and Management (SBM) Institut Teknologi Bandung (ITB) Indonesia Anggraeni Permatasari <anggraeni@president.ac.id> Thu, Jul 9, 2020 at 3:31 PM To: Wawan Dhewanto <w dhewanto@sbm-itb.ac.id> Cc: Anggraeni Permatasari <anggraeni.p@sbm-itb.ac.id>, Anggraeni Permatasari <anggraeni permatasari@sbm-itb.ac.id>, Anggraeni Permatasari <anggraeni.permatasari@sbm-itb.ac.id>, Dina Dellyana <dina.dellyana@sbm-itb.ac.id> Oke Pak [Quoted text hidden] Anggraeni Permatasari <anggraeni permatasari@sbm-itb.ac.id> Sat, Jul 25, 2020 at 9:56 AM To: Anggraeni Permatasari <anggraeni@president.ac.id> Cc: Wawan Dhewanto <w dhewanto@sbm-itb.ac.id>, Anggraeni Permatasari <anggraeni.permatasari@sbm-itb.ac.id>, Dina Dellyana <dina.dellyana@sbm-itb.ac.id> Dear Pak Wawan & Mba Dina, Terlampir paper yang telah direvisi sesuai comment reviewer A. Mohon masukan dan saran untuk perbaikan papernya. Terima kasih Best, A.Permatasari [Quoted text hidden] 2 attachments **Reviewer A-response-2.docx** 23K 12578-Article Text-40721-1-18-20200626-revision 2.docx 481K Wawan Dhewanto <w dhewanto@sbm-itb.ac.id> Tue, Jul 28, 2020 at 3:22 PM To: Anggraeni Permatasari <anggraeni permatasari@sbm-itb.ac.id> Cc: Anggraeni Permatasari <anggraeni@president.ac.id>, Dina Dellyana <dina.dellyana@sbm-itb.ac.id> https://mail.google.com/mail/u/0/?ik=8cd69d4c4d&view=pt&search=all&permthid=thread-f:1671562913191016717&simpl=msg-f:16715629131910167... 2/3 Selamat sore teh Anggraeni,

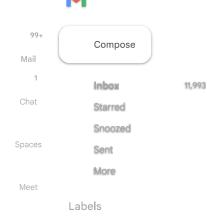
Bersama ini saya kirimkan hasil pengecekan TurnItIn.

Terima kasih, [Quoted text hidden]



[BTP] Editor Decision - anggraeni@president.ac.id - President University Mail

[BTP] Editor Decision





[BTP] Editor Decision External Inbox ×

Agnė Šimelytė btp@vgtu.lt <u>via</u> vilniustech.lt to me, Wawan, Dina

Anggraeni Permatasari, Wawan Dhewanto, Dina Dellyana:

We have reached a decision regarding your submission to Business: Theory and Practice, "COLLABORATIVE VALUE CO-C INDONESIA".

Our decision is to: Accept Submission

Agnė Šimelytė <u>btp@vgtu.lt</u>

Reviewer A:

Thank you for completing your article based on my comments. Obviously you answered my questions.

The article can be published.

Recommendation: Accept Submission

Business: Theory and Practice



Wawan Dhewanto <w_dhewanto@sbm-itb.ac.id> to Anggraeni, Anggraeni, me, Dina

Selamat teh Reni.

Maktunya mangariakan dagartasi. Kanan faca guantitatiya dimulai?



[BTP] Editor Decision

2 messages

Živilė Tunčikienė
btp@vgtu.lt> Wed, May 13, 2020 at 7:27 PM To: Anggraeni Permatasari <anggraeni@president.ac.id>, Wawan Dhewanto <w_dhewanto@sbm-itb.ac.id>, Dina Dellyana <dina.dellyana@sbm-itb.ac.id>

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We have reached a decision regarding your submission to Business: Theory and Practice, "COLLABORATIVE VALUE CO-CREATION ON DOMESTIC PRODUCT AND SERVICES DESIGN USING THE DART MODEL: A CASE OF IKKON PROGRAM IN INDONESIA".

Our decision is to: Resubmit for Review

Živilė Tunčikienė btp@vgtu.lt

Reviewer B:

Dear Authors,

Thank you for your manuscript. I have some comments:

Please rewrite the abstract - make it clearly.

Please rewrite the introduction - Highline the current situation, problem, aim and tasks of your paper.

Please check the requirements of the citation.

The picture is quite "old" In these days you can find the new version of these models with some adaptation.

Who are the authors of Picture 5?

Please rewrite your conclusion, make it clearly.

Recommendation: Revisions Required

Reviewer C:

The title of the article is in a general format and does not reflect the problem solving by the analyzed object. Need to specify.

The structure of the paper should be presented in the last paragraph of the introduction section.

In the article mentioned that this research develops a new model of collaborative value co-creation to encourage commercialization of local products and service effectively. But it is not clear what research the authors did and on what basis was the model developed? It is need to detalyse.

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Recommendation: See Comments

Business: Theory and Practice

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Anggraeni Permatasari <anggraeni@president.ac.id> To: Živilė Tunčikienė <btp@vgtu.lt>

Cc: Wawan Dhewanto <w_dhewanto@sbm-itb.ac.id>, Dina Dellyana <dina.dellyana@sbm-itb.ac.id>

Dear Editor,

Thank you so much for the review. We will improve our manuscript.

Best regards, A.Permatasari [Quoted text hidden] Thu, May 14, 2020 at 6:05 AM

Dear Reviewers

Thank you for your review for improving our manuscript. The article already improved with additional research. Here are the response from the comments. Thank you very much.

Best,

A.Permatasari

Reviewer B:

1. Please rewrite the abstract - make it clearly.

Response: The authors have been re-write the abstract.

2. Please rewrite the introduction - Highline the current situation, problem, aim and tasks of your paper.

Response: The authors have been improve the introduction section following the reviewer suggestion.

3. Please check the requirements of the citation.

Response: This issue have been revised following the citation journal requirements.

4. The picture is quite "old" In these days you can find the new version of these models with some adaptation.

Response: The authors have been re-new the model following the updated authors \rightarrow Figure 1.

5. Who are the authors of Picture 5?

Response: Picture 5 already changed into Figure 4. The figure illustrates the proposed model based on finding from this research. The proposed model constructed by the authors Permatasari, Dhewanto and Dellyana (2020).

6. Please rewrite your conclusion, make it clearly.

Response: The conclusion and recommendation part have been re-write following the improvement from the articles.

Reviewer C:

The title of the article is in a general format and does not reflect the problem solving by the analyzed object. Need to specify.

Response: The title change into "Value co-creation through multi-stakeholder collaboration in domestic product design with DART model." We convinced that the new title reflect the proposed model developed.

The structure of the paper should be presented in the last paragraph of the introduction section.

Response: Revision have been made following the reviewer suggestion.

In the article mentioned that this research develops a new model of collaborative value co-creation to encourage commercialization of local products and service effectively. But it is not clear what research the authors did and on what basis was the model developed? It is need to detalyse.

Response:

Figure 1 is not indicated in the text. Also it is not clear what Figure 1 reflects. The sources mentioned in the presented literature analysis should not be older than 5 years.

Response: Figure 1 represented the co-creation value of DART Model from Prahalad & Ramaswamy (2004). This figure also supported by updated references by Donato et al. (2017)

In the chapter Nr. 2 "Reserch method" must be provide specific research methods. The methodology applied in the research should be more thoroughly presented. Also, the way of obtaining the results should be explained and showed in details.

Response: The revision have been made in part 2. We already rewrite the research method part with systematically (more detailed). This paper used qualitative case study method. Data collected using in-den 2016-2018. The informants are the stakeholders that participated in this research. The informants data provided in the paper. Triangulation with confirmatory informants was used to validate the proposed model.

It is not clear what the authors wanted to say in section 3.1. A Case of IKKON program: Innovation and Creativity through Archipelago Collaboration. It is also unclear what is the authors 'contribution. The article does not present the research done. The authors write about the developed model, but there is no validity of the model. It is not clear what the specific impact of the model will be with calculations and specific estimates. This is only a general article and does not reflect the results of the research.

Response: The section 3.1 explained about the case context and problems. To make it clear, this section have been replaced into new section I.4. IKKON program is collaborative program that

implement value co-creation process. The program existing from 2016 until now and the program also pioneer for inclusive and empowerment program in rural area in Indonesia. This research used qualitative single case study method. The case study approach is research that focuses intensively on one particular object and studies it as a case. The aims of this research is to describe and illustrates collaborative value co-creation process on IKKON Program. The finding develop conceptual model that can be used to assess value co-creation process in term of commercialization which still becoming barrier. The authors focus on proposing the conceptual model as framework based on finding. The proposed model does not intend to be generalized, but can be implemented in case studies that have similar characteristics. However, the author(s) believes this paper contribute to enlarges a practical perspective in managing value co-creation and decision making related to service science concept.



[BTP] Editor Decision

2 messages

Živilė Tunčikienė <btp@vgtu.lt>

Fri, May 8, 2020 at 7:32 PM To: Anggraeni Permatasari <anggraeni@president.ac.id>, Wawan Dhewanto <w_dhewanto@sbm-itb.ac.id>, Dina Dellyana <dina.dellyana@sbm-itb.ac.id>

Anggraeni Permatasari, Wawan Dhewanto, Dina Dellyana:

We have reached a decision regarding your submission to Business: Theory and Practice, "COLLABORATIVE VALUE CO-CREATION ON DOMESTIC PRODUCT AND SERVICES DESIGN USING THE DART MODEL: A CASE OF IKKON PROGRAM IN INDONESIA".

The decision of the first reviewer is: Revisions Required

(please wait the second review report)

Živilė Tunčikienė btp@vgtu.lt

| | | | |
|---|------|------|------|
| _ | _ | | |

Reviewer B:

Dear Authors.

Thank you for your manuscript. I have some comments:

Please rewrite the abstract - make it clearly.

Please rewrite the introduction - Highline the current situation, problem, aim and tasks of your paper.

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The picture is quite "old" In these days you can find the new version of these models with some adaptation.

Who are the authors of Picture 5?

Please rewrite your conclusion, make it clearly.

Recommendation: Revisions Required

Business: Theory and Practice

Wawan Dhewanto <w_dhewanto@sbm-itb.ac.id>

Thu, Jul 9, 2020 at 4:28 AM

To: Anggraeni Permatasari <anggraeni.p@sbm-itb.ac.id>, Anggraeni Permatasari <anggraeni_permatasari@sbmitb.ac.id>, Anggraeni Permatasari <anggraeni.permatasari@sbm-itb.ac.id> Cc: Anggraeni Permatasari <anggraeni@president.ac.id>, Dina Dellyana <dina.dellyana@sbm-itb.ac.id>

Selamat pagi mbak Reni,

Setelah direvisi, sebelum disubmit, minta tolong dikirim ke teh Dina n saya terlebih dahulu untuk dibaca.

Terima kasih.

Wawan Dhewanto [Quoted text hidden] --Wawan Dhewanto, PhD Associate Professor on Entrepreneurship and Innovation Management School of Business and Management (SBM) Institut Teknologi Bandung (ITB) Indonesia

Reviewer A:

| No | Reviewer Comments | Authors Response |
|----|--|---|
| 1 | The term "commercialization" is mentioned in keywords, and this term is very often mentioned in the article. Definitions of "commercialization" and "commercialization phase" should be provided in the article | Thank you for the suggestions. We already improve the manuscript, revision provided in section 1.2 (paragraph 1, lines 12-15; paragraph 2, lines 1-10) and section 3.2.3 (paragraph 2 and 3). |
| 2 | In the article the authors state that the | There are few articles used to strengthen the literature, such as: Aarikka-Stenroos, L., & Sandberg, B. (2012). From new-product development to commercialization through networks. <i>Journal of Business Research</i>, 65(2), 198-206. https://doi.org/10.1016/j.jbusres.2011.05.023 Bracio, K., & Szarucki, M. (2019). Commercialization of innovations through internationalization: a systematic literature review. <i>Business: Theory and Practice</i>, 20, 417-431. https://doi.org/10.3846/btp.2019.39 Snow, C. C., Fjeldstad, Ø. D., Lettl, C., & Miles, R. E. (2011). Organizing continuous product development and commercialization: the collaborative community of firms model. <i>Journal of Product Innovation Management</i>, 28(1), 3-16. https://doi.org/10.1111/j.1540-5885.2010.00777.x Zemlickienė, V., & Maditinos, D. I. (2012). Marketing strategy formulation for innovative product development process. <i>Business: Theory and Practice</i>, 13(4), 365-374. https://doi.org/10.3846/btp.2012.38 |
| 2 | In the article the authors state that the collaboration with multi-stakeholder will increase the value of the product by combining local and public needs The paper should bring proof that inclusive innovation programs had an economic impact on the rural population by using indicators like incomes, quality of life, local government budget etc. | Thank you for the suggestion. We have added information about the impact of the program, explained qualitatively. We generalize the inclusive innovation program impact on literature review section 2.3.4 (paragraph 2) and section 3.3 (paragraph 3). However, in this study, we are not focused on evaluating the impact of the program. Because the IKKON program still ongoing; therefore, we also explained this measurement impact as a limitation of the study in the conclusion section. Hopefully, further studies will accommodating the suggested indicators. |

| | | There are few articles used to strengthen the literature, such as: Shortall, S. (2004). Social or economic goals, civic inclusion or exclusion? An analysis of rural development theory and practice. <i>Sociologia ruralis</i>, 44(1), 109-123. https://doi.org/10.1111/j.1467-9523.2004.00265.x Wibowo, Hastjarjo. B. (2018). Kolaborasi Kreatif Dengan Prinsip Berbagi Manfaat Secara Etis Melalui Desain-Studi Kasus Program Inovatif dan Kreatif Melalui Kolaborasi Nusantara (IKKON) – Badan Ekonomi Kreatif. Seminar Nasional Desain & Arsitektur-SENADA 2018. |
|---|---|---|
| 3 | 3. In chapter 3.2.1 "Discovery phase (idea generation and screening) is written that "There are six aspects in potential and risk assessment on IKKON programs such as culture, human resources, natural resources, social, economy, and infrastructure". There are six aspects in potential and risk assessment; The paper gives some examples of the potential risk aspect that should be assessed such as culture, human resources, natural resources, social, economy, and infrastructure but doesn't say why those risk factors have the potential harm. Analyze and evaluate the risk associated with that hazard in Table 2, 3 and 4 It would be useful to show how the "New Value Co-Creation Process" mitigate the risk identified in the "Existing model". | Thank you for the suggestions. We already improve the manuscript. The change consists of analyzing the six aspects on value co-creation process related to Table 2, 3 and 4. We also explained how the "New Value Co-Creation Process" mitigate the risk identified in the "Existing model" by providing the examples of innovation during the process. Please see the revision on section 3.3-Discussion (paragraphs 1-4) and section 3.4Proposed Model (paragraph 2 and 3). |



[BTP] Editor Decision

5 messages

Živilė Tunčikienė <btp@vgtu.lt>

Tue, Jul 7, 2020 at 7:56 PM To: Anggraeni Permatasari <anggraeni@president.ac.id>, Wawan Dhewanto <w_dhewanto@sbm-itb.ac.id>, Dina Dellyana <dina.dellyana@sbm-itb.ac.id>

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Our decision is: Revisions Required

Živilė Tunčikienė btp@vgtu.lt

Reviewer A:

1. The term "commercialization" is mentioned in keywords, and this term is very often mentioned in the article. Definitions of "commercialization" and "commercialization phase" should be provided in the article.

2. In the article the authors state that the collaboration with multi-stakeholder will increase the value of the product by combining local and public needs.

- The paper should bring proof that inclusive innovation programs had an economic impact on the rural population by using indicators like incomes, quality of life, local government budget etc.

3. In chapter 3.2.1 "Discovery phase (idea generation and screening) is written that "There are six aspects in potential and risk assessment on IKKON programs such as culture, human resources, natural resources, social, economy, and infrastructure".

- There are six aspects in potential and risk assessment;

- The paper gives some examples of the potential risk aspect that should be assessed such as culture, human resources, natural resources, social, economy, and infrastructure but doesn't say why those risk factors have the potential harm. Analyze and evaluate the risk associated with that hazard in Table 2, 3 and 4

- It would be useful to show how the "New Value Co-Creation Proces" mitigate the risk identified in the "Existing model".

Recommendation: See Comments

Business: Theory and Practice

Thu, Jul 9, 2020 at 4:27 AM

To: Anggraeni Permatasari <anggraeni.p@sbm-itb.ac.id>, Anggraeni Permatasari <anggraeni_permatasari@sbm-itb.ac.id>, Anggraeni Permatasari <anggraeni.permatasari@sbm-itb.ac.id> Cc: Anggraeni Permatasari <anggraeni@president.ac.id>, Dina Dellyana <dina.dellyana@sbm-itb.ac.id>

Selamat pagi mbak Reni,

Setelah direvisi, sebelum disubmit, minta tolong dikirim ke teh Dina n saya terlebih dahulu untuk dibaca.

Terima kasih.

Wawan Dhewanto [Quoted text hidden] --Wawan Dhewanto, PhD Associate Professor on Entrepreneurship and Innovation Management School of Business and Management (SBM) Institut Teknologi Bandung (ITB) Indonesia

 Anggraeni Permatasari <anggraeni@president.ac.id>
 Thu, Jul 9, 2020 at 3:31 PM

 To: Wawan Dhewanto <w_dhewanto@sbm-itb.ac.id>
 C: Anggraeni Permatasari <anggraeni.p@sbm-itb.ac.id>, Anggraeni Permatasari <anggraeni_permatasari@sbm-itb.ac.id>, Anggraeni Permatasari <anggraeni.permatasari@sbm-itb.ac.id>, Dina Dellyana <dina.dellyana@sbm-itb.ac.id>

Oke Pak [Quoted text hidden]

 Anggraeni Permatasari <anggraeni_permatasari@sbm-itb.ac.id>
 Sat, Jul 25, 2020 at 9:56 AM

 To: Anggraeni Permatasari <anggraeni@president.ac.id>
 C: Wawan Dhewanto <w_dhewanto@sbm-itb.ac.id>, Anggraeni Permatasari <anggraeni.permatasari@sbm-itb.ac.id>, Dina Dellyana <dina.dellyana@sbm-itb.ac.id>

Dear Pak Wawan & Mba Dina,

Terlampir paper yang telah direvisi sesuai comment reviewer A. Mohon masukan dan saran untuk perbaikan papernya. Terima kasih

Best, A.Permatasari [Quoted text hidden]

2 attachments

Reviewer A-response-2.docx 23K

12578-Article Text-40721-1-18-20200626-revision 2.docx 481K

Wawan Dhewanto <w_dhewanto@sbm-itb.ac.id> To: Anggraeni Permatasari <anggraeni permatasari@sbm-itb.ac.id> Tue, Jul 28, 2020 at 3:22 PM

Cc: Anggraeni Permatasari <anggraeni@president.ac.id>, Dina Dellyana <dina.dellyana@sbm-itb.ac.id>

Selamat sore teh Anggraeni,

Bersama ini saya kirimkan hasil pengecekan TurnItIn.

Terima kasih, [Quoted text hidden]

🔁 A PROPOSED MODEL OF VALUE CO-CREATION THROUGH MULTI-STAKEHOLDER COLLABORATION

(Turnitin).pdf 4095K