

## RIWAYAT PUBLIKASI

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Judul Book Chapter:	A Simplified Method for Understanding Judgment and Decision Making of Muslim Consumer
Penulis:	<b>Burhanudin Burhanudin</b>
Judul Buku:	Islamic Perspectives on Marketing and Consumer Behavior: Planning, Implementation, and Control
Penerbit:	IGI Global
Kategori:	Terindeks Scopus ( <a href="https://www.scopus.com/authid/detail.uri?authorId=57200615074">https://www.scopus.com/authid/detail.uri?authorId=57200615074</a> )

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**PROGRAM STUDI SARJANA MANAJEMEN  
FAKULTAS EKONOMI DAN BISNIS  
UNIVERSITAS HAYAM WURUK PERBANAS  
(dh. STIE Perbanas Surabaya)**

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## 1. Submission of Chapter - 1 Maret 2014

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Dari: Burhanudin  
Subyek: Submission of Chapter  
Tanggal: 1 Maret 2014  
Kepada: Bikramjit Rishi

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. burhanudin 1 March 2014 22:56   
RE: Re submission of Chapter in Book format  
To: Rishi Bikramjit

Dear Prof. Bikramjit,

Please find my chapter as attached. The chapter is a completely new and original work. Kindly please let me know if further revision is needed.

Kind regards,  
Burhan

[See More from Bikramjit Rishi](#)


  
A Simplified  
Metho...rs.docx  
38 KB

## 2. Revision Request 1 – 7 Mei 2014

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Dari: Bikramjit Rishi  
Subyek: Revision Request 1  
Tanggal: 7 Mei 2014  
Kepada: Burhanudin

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Bikramjit Rishi 7 May 2014 15:35   
Re: Re submission of Chapter in Book format  
To: . burhanudin

Dear Author,

I am happy to inform you that your chapter entitled "A Simplified Method for Understanding Judgment and Decision Making of Muslim Consumers" has been accepted for publication subject to a minor revision and copy editing. The reviewers have given the comments that you have to bring more coherence among the different components of the chapter and see a consistency emerges at the end. You are kindly requested to do the needful and submit the revised chapter by May 25, 2014. I am also attaching the copyright transfer agreement for the publisher to be signed by you. Please acknowledge the email and do the needful.

Regards  
Dr Bikramjit Rishi  
Editor  
Islamic Perspectives on Marketing and Consumer Behavior: Planning, Implementation, and Control

Dr. Bikramjit Rishi  
MBA, Ph.D., Post Doctoral Fellow (European Commission)  
Assistant Professor  
Institute of Management Technology (IMT)  
Raj Nagar, Hapur Road  
Ghaziabad - Uttar Pradesh  
India

[See More from . burhanudin](#)

  
Author's  
Warran...ght.pdf

### 3. Submission of Revision 1 – 16 Juli 2014

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Dari: Bikramjit Rishi  
drbikramrishi@gmail.com  
Subyek: Submission of Revision 1  
Tanggal: 16 Juli 2014  
Kepada: Burhanudin

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RE: Re submission of Chapter in Book format  
To: Rishi Bikramjit

Dear Dr. Bikramjit,

Kindly please find the revised chapter and the signed copyright transfer agreement as attached. In the revised chapter, I make some small changes in the components of the chapter to make it more coherence and conclusion section to make it more consistent with the previous components.

Kindly please let me know if further revision is needed.

Kind regards,  
Burhanudin  
STIE Perbanas  
Nginden Semolo 34-36 Surabaya, Indonesia 60118

[See More from Bikramjit Rishi](#)



A Simplified  
Metho...rs.docx



Author's  
Warran...ght.pdf

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**Bikramjit Rishi**

Re: Re submission of Chapter in Book format  
To: . burhanudin

16 July 2014 14:10

BR

Dear Burhan,

I am going through it. If further revision is required, I will let you know.

Regards

Dr. Bikramjit Rishi  
MBA, Ph.D., Post Doctoral Fellow (European Commission)  
Assistant Professor  
Institute of Management Technology (IMT)  
Raj Nagar, Hapur Road  
Ghaziabad - Uttar Pradesh  
India

[See More from . burhanudin](#)

#### 4. Revision Request 2 – 16 September 2014

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Dari: Bikramjit Rishi  
drbikramrishi@gmail.com  
Subyek: Revision Request 2  
Tanggal: 16 September 2014  
Kepada: Burhanudin

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**Bikramjit Rishi**

16 September 2014 12.02

BR

Islamic Perspectives on Marketing and Consumer Behavior: Planning, Implementation, and Control

To: . burhanudin

Dear Author,

I am happy to share that final manuscript of the book has been submitted to the publisher. But I have received a comment from the publisher that the minimum word length of the chapter should be 7000 words. So you are kindly requested to increase the word length of your chapter and submit the revised chapter by September 23, 2014.

Regards

Dr. Bikramjit Rishi  
MBA, Ph.D., Post Doctoral Fellow (European Commission)  
Assistant Professor  
Institute of Management Technology (IMT)  
Raj Nagar, Hapur Road  
Ghaziabad - Uttar Pradesh  
India

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**Bikramjit Rishi**

16 September 2014 12.03

BR

Islamic Perspectives on Marketing and Consumer Behavior: Planning, Implementation, and Control

To: . burhanudin

Dear Author,

You are also requested to submit your biographical sketch of not more than 150 words by September 19, 2014.

Regards

Dr. Bikramjit Rishi  
MBA, Ph.D., Post Doctoral Fellow (European Commission)  
Assistant Professor  
Institute of Management Technology (IMT)  
Raj Nagar, Hapur Road  
Ghaziabad - Uttar Pradesh  
India

## 5. Submission of Revision 2 – 23 September 2014

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Dari: Bikramjit Rishi  
drbikramrishi@gmail.com  
Subyek: Submission of Revision 2  
Tanggal: 23 September 2014  
Kepada: Burhanudin

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. burhanudin

23 September 2014 18:13



RE: Islamic Perspectives on Marketing and Consumer Behavior: Planning, Implementation, and Control

To: Rishi Bikramjit

Dear Dr. Bikramjit,

Thank you for the opportunity given to me to revise my chapter. I use this opportunity to provide more explanations related to the concepts in the chapter. Kindly please find the revised chapter as attached.

Please let me know if further revision is needed.

Kind regards,  
Burhanudin

[See More from Bikramjit Rishi](#)



## 6. Acceptance – 18 Maret 2015

Dari: Bikramjit Rishi  
drbikramrishi@gmail.com  
Subyek: Acceptance  
Tanggal: 18 Maret 2015  
Kepada: Burhanudin

Bikramjit Rishi

18 March 2015 11:37

BR

Fwd: All Materials Received: Islamic Perspectives on Marketing and Consumer Behavior: Planning, Implementation, and Control  
To: . burhanudin

Dear Author,

I am happy to share the below mail about the progress of the publication entitled "Islamic Perspectives on Marketing and Consumer Behavior: Planning, Implementation, and Control".

Thanks for patience and cooperation.

Regards

Dr. Bikramjit Rishi

Associate Professor – Marketing

Program Chairperson – PGDM (Part Time)

Institute of Management Technology (IMT)

Ghaziabad – India

Editor - Islamic Perspectives on Marketing and Consumer Behavior: Planning, Implementation, and Control

<http://www.igi-global.com/publish/call-for-papers/call-details/1070>

Organising Committee - 2015 Annual Conference of the Emerging Markets Conference Board

<http://www.imt.edu/emergingmarkets15/>

Kaitlyn Kulp

25 March 2015 22:16

KK

Rishi Proofing Chapter 1 Due on Mon, 03/30/2015 12:00 PM

To: burhanudin@outlook.com

Dear Burhanudin,

I would like to inform you that IGI Global is currently in the final stages of the production process for the **Islamic Perspectives on Marketing and Consumer Behavior: Planning, Implementation, and Control**, edited by Bikramjit Rishi to which you are a contributing author. At this time, I am very pleased to present you with the final version of your contribution to this publication for your review.

To access it, please copy and paste the link below into your browser:

<http://resources.igi-global.com/production/proofs/9781466681392/46a4fa7b-2544-46e3-9c76-3db682ca1af0.pdf>

As you are reviewing the proof of your chapter, I would like for you to take into consideration a few items:

As chapters should have been professionally copy edited (*note: it is the responsibility of the chapter author to have their work professionally copy edited*) and submitted in their final form, **no major changes to the text can be made at this stage**. Please do not be concerned with items that are part of IGI Global's House Style and layout application. These items include: font type/size, title and subtitle styling, list formatting, and the general spacing and placement of figures and tables throughout the text.

Please check **only** the following items:

- Spelling of Names and Affiliations
- Accuracy of Chapter Titles and Subtitles
- Figure/Table Accuracy
- Minor Spelling Errors/Typos
- Equation Display

**We kindly request that you note your revisions directly in the PDF provided to you using the "comment function" in Adobe Reader.** You will find a quick tutorial on how to use this function attached to this PDF. Should you choose to submit your revisions in any other manner, IGI Global reserves the right to send the book to print without your requested changes. Please note that this requested format for revisions allows IGI Global's book production staff to better address your revisions and also allows this book to be sent to print in a timely fashion, making your contribution accessible to the research community much faster. Please have your revisions to me by **no later than Mon, 03/30/2015 12:00 PM**.

It is imperative that you act on this proof request as soon as possible because at this point in time the printing date for this book has already been reserved with a commercial printing company. **In the event that IGI Global does not hear from you by the due date listed above, IGI Global reserves the right to send the book to print without your final revisions**. If for any reason you cannot adhere to this deadline, please let me know as soon as possible and IGI Global will look into extending your proofing window. **Please note that revisions submitted after this book has been sent to print cannot be accommodated.**

We would like to thank you for all of your dedication and hard work in bringing this important publication to fruition. We strongly encourage you to recommend this title to your library and colleagues for purchase. For further information on recommending this publication, please feel free to contact IGI Global.

Kind Regards,

Kaitlyn Kulp  
Production Assistant



**! Your Publication is Complete**



**IGI Global would like to provide you with a complimentary copy of your completed publication.**



Burhanudin,

On behalf of all of us at IGI Global, I would like to take this opportunity to express our many thanks for your recent exceptional contribution to our newest reference publication, *Islamic Perspectives on Marketing and Consumer Behavior: Planning, Implementation, and Control*, edited by Bikramjit Rishi. In order for IGI Global to provide you with your complimentary content for your publication, we kindly request that you [complete our easy five step process](#). Login is required. If you do not have an account, please use the email address this message was sent to and create one [here](#).

Should you need any additional information regarding this matter, please do not hesitate to contact the IGI Global Marketing Department at [marketing@igi-global.com](mailto:marketing@igi-global.com) at your earliest convenience. Again, thank you for your outstanding contribution to this publication and we look forward to working with you on another project.

Kind Regards,  
Lindsay Johnston, Managing Director  
IGI Global (Disseminator of Knowledge since 1988)

[START](#)