

International Soft Science Conference : Scopus Indexed

Submission ID: 144

Title: Fabpage Metrics Analysis. "Study on Content Engagement"

Status: Accepted

Reviewer 1: Author Comments: Overall – Potential to be a good and interesting article but a lot to improve on the flow of writing so as to ease readers. Good justification of study and the idea is somehow interesting. Appreciate Headings to follow typical article writing.

– Research Model is not properly discussed. Probably it is good if the authors can discuss each model a bit thorough but I don't think it is proper for conferences. Hence perhaps it is recommended to revise on the scope of this paper.

Results and discussions are adequate but needs support from literature. Significance of this study is evident in its managerial implication section.

Reviewer 2: Author Comments: Overall, the paper is very good which discusses the "Fabpage Metrics Analysis Study on Content Engagement". The paper is well-written and not following the format of the conferences. Very hard to understand the flow of the paper, should write in an easier way. The citation is not formatted correctly. Some of the figure and tables have no title and did not refer in the text. One of the figures at topic 4 cannot be read at all. The using of the abbreviation is very bad. The list of references at the end not following the format of the conferences.

Publications/Proceedings/ISSN/Indexing

On the basis of the recommendations provided by the peer reviewers, selected papers will be published in selected Scopus indexed journal as below:

- [ARPN Journal of Engineering and Applied Sciences](#) (ARPN-JEAN) - indexed by Scopus
- [INFORMATION-An International Interdisciplinary Journal](#) - indexed by Scopus
- [International Journal of Supply Chain Management](#) (IJSCM) - indexed by Scopus
- [Journal of Engineering Science & Technology](#) (JESTEC) - indexed by Scopus
- [Jurnal Teknologi](#) - indexed by Scopus
- [Malaysian Journal of Learning and Instruction](#) (MJLI) - indexed by Scopus
- [International Review of Management and Marketing](#) (IRMM) - indexed by Scopus
- [International Journal of Economics and Financial Issues](#) (IJEFI)- indexed by Scopus

ISSC'16 Secretariat

Research & Innovation Management Centre

Universiti Utara Malaysia

Email: issc@uum.edu.my

Tel: +6 04 928 5091 or +6 04 928 4764