PT INOVASI PRATAMA INTERNASIONAL
International Journal of Economics (IJEC)
HP : +6285664135209 ; E-Mail : info@ipinternasional.com ; E-ISSN : 2961-712X

JOURNAL ARTICLE PUBLICATION STATEMENT

Letter Of Accepted (LoA)

Number : 669/IJEC/Vol5/No1/2026

Dear.
Feronika Arfianingrum 1), Yeni Kartika Dewi Nurjana 2), Siti Mujanah 3), I Made Suparta 4)

Thank you for submitting your best article to be published on **International Journal of Economics (IJEC)** with the title:

"The Role of Marketing Automation Platforms and AI Chatbots in Enhancing the Effectiveness of Digital Marketing Strategies in E-commerce: A Socio-Technical Perspective"

Based on the results of the review and the decision of the editorial team, the article is declared **ACCEPTED** for publication in the **International Journal of Economics (IJEC)** edition **Volume 5 Number 1 June 2026** .

Thus we submit this letter of information to be used as it should be, we express our gratitude.

No Reg : LOA20260517054208

Nigeria, 17 May 2026
Editor In Chief

The authenticity of the LOA can be checked by scanning the QR code on the side!

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Sani Isah, Ph.D

Publisher :
PT Inovasi Pratama Internasional
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