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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 Sociotechnical 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 : LOA20260613101249

Nigeria, 11 June 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

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