



## The 9th International Islamic Economic System Conference 2021

Secretariat iECONS International Islamic Economic System Conference Faculty of Economics and Muamalat Universiti Sains  
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Paper ID : I-iECONS2021: 058-045  
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Paper Title : Environmental Turbulence and Moderating Effects of Brand Loyalty on the Overall Brand  
Equity in Public Universities in Malaysia  
Date : June 14th, 2021

### NOTIFICATION OF PAPER ACCEPTANCE

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Dear Dr. NIK HZIMAN NIK MAT ,

On behalf of I-iECONS2021, I am pleased to inform that your submission (I-iECONS2021: 058-045) entitled "Environmental Turbulence and Moderating Effects of Brand Loyalty on the Overall Brand Equity in Public Universities in Malaysia" has been **ACCEPTED**.

The reviewer's comments, if any, are provided to assist you in preparing your camera-ready paper.

We look forward to receiving your Camera Ready paper for publication in the conference proceeding. Thank you for participating in The 9th International Islamic Economic System Conference 2021.

Yours sincerely,

I-iECONS2021 Chairman

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\*This is a computer generated letter and NO signature is required.

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Reviewer's Comment:

REVIEWER 1:

- title can be changed to reflect the content

-abstract need to be revised: this study investigates environmental turbulence as moderating factor or brand loyalty?

-moderation effect results need to be discussed further rather than stating 'ET moderates the relationship between brand loyalty and overall brand equity'. Low ET vs High ET and how it moderates relationship between brand loyalty and overall brand equity?