

EXT: Reviewer Invitation for Journal of African Development

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on behalf of

Samuel Amponsah <em@editorialmanager.com>

Wed 5/26/2021 1:25 AM

To: Herman Sahni <hsahni@bw.edu>

Dear Dr. Sahni,

I would be grateful if you would review a manuscript entitled "DETERMINANTS FOR THE ADOPTION OF DATABASE MARKETING INITIATIVES FOR TOUR OPERATORS IN TANZANIA" for Journal of African Development.

This is the abstract:

Purpose

This paper aims at investigating the factors for the adoption of database marketing initiatives among tour operators in the country. The study was conducted to find out why some firms adopt database marketing initiatives as the means of creating competitive advantage and others don't.

Design/methodology/approach

The paper employed cross sectional research design and multivariate exploratory factor analysis was used to analyze the collected data from tour operators in the country. Data were collected using structured self-administered questionnaire from a sample of 215 tour operators obtained randomly.

Findings

The study provides empirical insights regarding the determinants for the adoption of database marketing in the tourism sector of the economy. The findings suggest that, internal capability and top management support are key determinants for database marketing initiatives.

Research limitations/implications

The current study employed cross-sectional research design and study only tour operators using multivariate factor analysis technique. Therefore, future studies should be focusing on larger samples and use longitudinal design.

Practical implications

The paper includes implications to the firms regarding critical success factors/determinants for the adoption of database marketing initiatives why internal factors are important than external factors in adopting the initiative. Likewise, government and policy makers should focus on developing policies that will enhance the adoption of database marketing for the betterment of the sector.

Originality/value

This paper achieved the main purpose of studying the determinants for the adoption of database marketing indicatives.

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The manuscript reference is JOAD-D-21-00017.

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With kind regards

Dr. Samuel Amponsah
Associate Editor
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Journal of African Development

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Fri 6/25/2021 7:44 PM

To: Herman Sahni <hsahni@bw.edu>

Ref.: Ms. No. JOAD-D-21-00017

DETERMINANTS FOR THE ADOPTION OF DATABASE MARKETING INITIATIVES FOR TOUR OPERATORS
IN TANZANIA

Journal of African Development

Dear Dr. Sahni,

Thank you very much for your thorough, careful, and very helpful assessment of the manuscript. We are certain that the author will appreciate your comments and suggestions. We very much appreciate you taking the time to help the author of this article to strengthen the argument and to assist us in maintaining the high quality of the journal.

As a thank you for completing your review, Penn State University Press is pleased to offer you a 20 percent discount toward the purchase of any of the press's titles. This applies to the individual subscription rates for journals or the purchase price of any book. The discount does not apply to shipping and handling charges.

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Kind regards,

Dr. Samuel Amponsah
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