

Review Form 1.7

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_101745
Title of the Manuscript:	ANALYSIS OF THE DETERMINANTS OF DIGITAL INNOVATION PIRACY BEHAVIOR IN ONLINE ENTERTAINMENT MEDIA IN INDONESIA
Type of the Article	Original Research Article

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lac k of N o velt y**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

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Review Form 1.7

PART 1: Review Comments

	Reviewer's comment	Author's comment <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
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Review Form 1.7

Compulsory REVISION comments		
<p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p>	<p>Yes. In fact, the manuscript is not only important for the scientific community, but for all human organized entity, such as Governments, non-Government organizations, private and public firms, and individuals in Indonesia and all over the world. Digital piracy limits the transparent evolution of the creative industries globally.</p> <p>It is important to recall that the author based its analysis on 200 cases as compared to 800 or more cases for other studies which showed that “the influence of attitude, subjective norm and moral obligation on intention is significantly different between experienced and non-experienced consumers. The positive influence of attitude on intention to engage in digital piracy is stronger for non-experienced than experienced consumers” (Koay, et Al. (2021). For Koay & Al., their results showed that the influence of attitude, subjective norm and moral obligation on intention is significantly different between experienced and non-experienced consumers. The positive influence of attitude on intention to engage in digital piracy is stronger for non-experienced than experienced consumers.</p> <p>The correlation between digital innovation and piracy behavior or vice-versa is not questioned. It is a fact for the scientific community. The issue at stake is precisely whether to combat digital piracy or take advantages of it from a profit-making perspective. In any case, combatting digital piracy cannot be considered as a waste of time and funds (Smith et Al., 2020).</p> <p>The author did concentrate on the determinants of digital innovation piracy behavior in online entertainment media in Indonesia. Behavior as “ex-post” factors could make sense and help in identifying best practices. But, the reality of the phenomenon and what can lead to it is often correlated with a violation of the Law, an infraction or even a crime which originated upstream during the conception of digital piracy and before the execution phase. It is part of an intellectual property theft.</p> <p>It generally appears in the form of a “real intention” and a “premeditation” of the digital innovative piracy processes, which definitively do impact the organization of the “appropriate” behavior. This crucial aspect seems to have been overlooked, and deserves to be included in the chapter 5.3 Limitation and Recommendation to be renamed: Limitation, Future Research and Recommendation. One of the key topics should then be: the motivations of the actors (official or unofficial) of digital innovation piracy in online entertainment media and the behavior strategy. A comparative analysis between two or more countries would be a great asset. The author did limit itself on “<i>individual behavior and digital piracy intentions</i>”. But, group behavior, powerful transnational companies et lobbies behavior or a government behavior or large organizations behavior could strategically be central for the scientific community. Besides, the cost of Digital innovation piracy should be highlighted, even if it is not necessary developed in details in the paper.</p>	
<p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>The suggested title “ANALYSIS OF THE DETERMINANTS OF DIGITAL INNOVATION PIRACY BEHAVIOR IN ONLINE ENTERTAINMENT MEDIA IN INDONESIA” could be more specific. The author does not cover group behavior. So, it is fair to make it clear in the title and avoid any misunderstanding. The issue is about “planned behavior”. It is opportune to clarify this in the title. The suggested title could be upgraded as follows: “DIGITAL INNOVATION PIRACY IN ONLINE ENTERTAINMENT MEDIA IN INDONESIA: DETERMINANTS OF INDIVIDUAL PLANNED BEHAVIOR”.</p>	
<p>3. Is the abstract of the article comprehensive?</p>	<p>Yes. Nonetheless, to be more specific, following minor suggestions are made in bold. The Results are presented in a generic term. One could be more specific.</p> <p><u>Aims:</u> The study aims to identify factors that influence individual planned behavior and digital piracy intentions, specifically related to entertainment platform piracy in Indonesia, using the Theory of Planned Behavior (TPB) approach to better understand piracy practices. This research was conducted in Indonesia, without being limited by geographical area.</p> <p>...</p>	

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<p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>necessary be negative, especially for those who are specialized in creating open- source access for a democratized and free access for all (Taplin, 2020).</p> <p>Yes, quite recent. It is suggested to add the following additional references:</p> <p>Antonette J. (2020). <i>A compilation of research based on theory of planned behavior: A compilation of research based on theory of planned behavior and structural equation modelling</i>. LAP LAMBERT Academic Publishing: Beau Bassin, Mauritius.</p> <p>Herjanto, H., Bagozzi, R. P. & Gaur, S. S. (2020). 'The Role of Shame and Virtues in the Self-Regulation of Decisions to Engage in Digital Piracy'. In <i>Australasian Marketing Journal</i>. Nov. 2020. Volume 29, Issue 1, pp. 15-28. https://doi.org/10.1177/1839334921998515</p> <p>Koay, K. Y., Tjiptono, F. & Sandhu, M. S. (2021). 'Predicting consumers' digital piracy behavior: does past experience matter?'. In <i>International Journal of Emerging Markets</i>. Vol. 17 no. 9. DOI: https://doi.org/10.1108/IJOEM-09-2020-1067</p> <p>Smith, M. D. & Danaher, S and B. (2020). 'The Digital-Piracy Dilemma'. In <i>Harvard Business Review</i>. Technology and Analytics. October 19, 2020. Accessed June 8, 2023. Retrieved from https://hbr.org/2020/10/the-digital-piracy-dilemma</p> <p>-----</p> <p>Key Words are missing: Following Six key words are suggested: Cyber-Risk - Digital Piracy - Indonesia – Influence - Online entertainment Media Platform - Theory of Planned Behavior</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Yes</p>	
<p>Optional/General comments</p>	<p>The last version should be edited before publication.</p>	

PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p>Are there ethical issues in this manuscript?</p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

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