
THE JOURNAL OF ADVERTISING

Marla Royne Stafford, Editor

Eric Haley, Associate Editor

Susan D. Myers, Editorial Assistant

University of Memphis
Fogelman College of Business and Economics
Department of Marketing & Supply Chain Management
University of Memphis
Memphis, TN 38152

(Journal Office)	901-678-4873
(Fax)	901-678-2685
(Email)	joa@memphis.edu
(Web site)	ja.memphis.edu

June 18, 2007

This is a copy of the letter sent to the author for your files:

Thank you for your submitting your manuscript (#07-042), "The Impact of Information Valence on Electronic Word-of-Mouth Intention: Social Network Density as a Moderator," to the *Journal of Advertising*. The review process for your manuscript is now complete.

Your manuscript was sent to three individual reviewers. Although the reviewers feel that you have an interesting topic they all had significant concerns about your manuscript. Their comments are attached. Based on these comments, the reviewers' recommendations and my own evaluation of the paper, I must decline any further interest in your manuscript.

Perhaps the most serious issue with your manuscript relates to confounds in the research design. Both reviewers 1 and 3 note this as a serious issue that cannot be overcome. In addition, all three of the reviewers note that there are several conceptual areas that need considerable work. Reviewer 2 feels that the conceptual foundation is not well developed and all three reviewers feel that much more clarity is needed throughout the paper. In particular, many of the terms are not well defined, and many important points are not explained clearly which hinders the readability of the manuscript. Finally, two of the reviewers question the overall contribution of your study. All of the reviewers provide additional constructive comments with regard to improving your manuscript. You might find these comments helpful should you decide to submit your manuscript to another journal.

I am sorry that the outcome was not more positive. I thank you again for your submission to the *Journal of Advertising* and hope that you will consider us again in the future. Good luck with your research.

Sincerely,



Marla Royne Stafford, Editor
Journal of Advertising