


Designing a New Product Development Model Based on Open Innovation Using the Grounded Theory Approach




Amir Tooraj Kalantari^{1*}, Mahsa Akbari², Vahid Makizadeh³

¹ Department of Business Management , Qeshm Branch , Islamic Azad University , Qeshm , Iran

² Assistant Professor , Department of Business Management , Karaj Branch , Islamic Azad University , Karaj , Iran

³ Associate Professor , Department of Business Management , Faculty of Management and Accounting , Hormozgan University , Bandar Abbas , Iran

* Corresponding author email address: akbari.mahsa@gmail.com

Editor	Reviewers
Leila Youzbashi  Department of sport science, Faculty of Humanities, University of Zanjan, Zanjan, Iran l.youzbashi@znu.ac.ir	Reviewer 1: Zahra Naghsh  Associate Professor, Department of Psychology, University of Tehran, Tehran, Iran. Email: z.naghsh@ut.ac.ir Reviewer 2: Mehdi Rostami  Department of Psychology and Counseling, KMAN Research Institute, Richmond Hill, Ontario, Canada. Email: dr.mrostami@kmanresce.ca

1. Round 1

1.1 Reviewer 1

Reviewer:

The sentence "For over half a century the structure of many businesses has transformed due to resource shortages..." could be improved by providing specific examples or data to support the claim. Adding references to historical changes in business structures and specific technological advancements would strengthen the argument.

The presentation of findings in terms of age groups and educational qualifications (37%, 43.75%, etc.) should be complemented with a table for better readability. This would also help in visualizing the distribution of participants.

The term "organizational ambidexterity" is mentioned as a central phenomenon but not clearly defined. Provide a definition and explain its relevance to new product development in the context of SMEs.

Expand on the contextual conditions such as "lack of access to modern technology..." by providing examples or case studies that illustrate these challenges in Iranian SMEs.

The statement about sanctions and bureaucracies affecting SMEs could be supported with more concrete examples or references to specific policies that impact these businesses.

The strategies for developing new products are listed but not sufficiently linked to practical applications. Provide examples of how "strategic foresight" and "utilizing network capabilities" have been successfully implemented in other contexts or industries.

Author revised the manuscript and uploaded the updated document.

1.2 Reviewer 2

Reviewer:

The literature review mentions several sources but lacks a critical analysis of the gaps these studies leave that your research aims to fill. Consider adding a discussion on how previous models of new product development based on open innovation are insufficient for the context of Iranian SMEs.

The statement "Although various models and theories have been proposed in the field of new product development..." needs further elaboration. Specify which models are being referred to and what specific aspects they lack concerning the Iranian context.

The methodology section should include more details on the selection criteria for the 16 managers interviewed. Explain how the purposive and snowball sampling methods were implemented and justify why these methods are suitable for this study.

In the methods section, the explanation of the data analysis using open, axial, and selective coding could benefit from a flowchart or diagram. This visual aid would help readers understand the step-by-step process more clearly.

The outcomes section could be enhanced by discussing the long-term implications of these findings. For instance, how do "financial-economic outcomes" influence the sustainability and growth of SMEs in the long run?

The coding paradigm presented in Figure 1 should be integrated into the text with a detailed explanation. Discuss how each component of the model interacts and contributes to the overall framework of new product development based on open innovation.

Author revised the manuscript and uploaded the updated document.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.