Presenting a Model for Innovation in Online Advertising and Its Implications in Digital Marketing

Mohammad. Enayati Shabkolaei[1], Shahrbanoo. Gholipour Freydouni[2]*, Mehdi. Rouholamini[2]

[1] PhD student, Department of Business Management, Babol Branch, Islamic Azad University, Babol, Iran
[2] Assistant Professor, Department of Business Management, Babol Branch, Islamic Azad University, Babol, Iran

* Corresponding author email address: shb.gholipour@gmail.com

Editor	Reviewers
Aliakbar Aminbeidokhti Educational Administration, Faculty of Psychology and Educational Sciences, Semnan University, Semnan, Iran kafashpor@um.ac.ir	**Reviewer 1:** Ali Sargolzaie Assistant Professor, Department of Management, Zahedan Branch, Islamic Azad University, Zahedan, Iran. Email: a.sargolzaie@iauzah.ac.ir **Reviewer 2:** Marco Yamba-Yugsi Unidad Académica de Posgrado, Universidad Católica de Cuenca, Azuay 010101, Ecuador Email: marco.yamba@ucacue.edu.ec

1. Round 1

1.1. Reviewer 1

Reviewer:

The manuscript would benefit substantially from a clearer conceptual framework or theoretical foundation guiding the research. The connection between the proposed model and existing theories in innovation and digital marketing should be made explicit.

The literature review needs to be significantly expanded to cover key theories and models related to online advertising and digital marketing innovation comprehensively. This should include critical evaluation and synthesis of existing literature to position the current research within the broader academic discourse.

The methodology section should be revised to include more detailed justification for the chosen methods, especially the criteria for selecting experts and the rationale behind the sample size for the quantitative part. Details on how the research addresses potential biases and maintains validity and reliability throughout the process are necessary.

The section on data analysis requires major revision to enhance transparency and replicability. This includes a more detailed explanation of the statistical methods used, addressing any assumptions and limitations of these methods, and a more thorough interpretation of the results in light of the proposed model.

The discussion should be significantly expanded to critically engage with the findings, comparing and contrasting the proposed model with existing models and theories. The implications for theory and practice should be articulated more clearly, providing deeper insights into the significance of the research findings.

The manuscript should more thoroughly address the limitations of the current study, discussing how these limitations affect the interpretation of the findings and suggesting specific areas for future research.

Major revisions are needed to improve the overall readability and flow of the manuscript. This includes correcting grammatical errors, ensuring consistency in terminology, and improving the clarity of figures and tables.

Authors revised the manuscripts.

1.2. Reviewer 2

Reviewer:

The manuscript would benefit from a clearer statement of the specific research questions or hypotheses at the beginning of the paper. This would help in setting a more defined scope for the reader right from the start.

While the manuscript references a broad range of sources, it could be enhanced by including more recent studies from 2022 and 2023, to ensure the literature review is as current as possible. This could provide a stronger foundation for the research model.

The paper could provide more details on the selection process of experts for the qualitative part of the study, including the criteria for their expertise in the field. This would enhance the credibility and reproducibility of the research.

It is recommended to further elaborate on the assumptions checked before performing structural equation modeling, such as the normality of data and multicollinearity among variables, to assure readers of the robustness of the findings.

Expanding the discussion section to include more comparisons with existing models and theories in online advertising and digital marketing could enrich the manuscript. This would also highlight the novelty and contribution of the proposed model more clearly.

Providing more concrete examples or case studies of how the model could be applied in real-world digital marketing strategies could greatly enhance the practical value of the paper for readers and practitioners.

While briefly mentioned, the limitations of the current study and potential avenues for future research could be expanded. This would not only strengthen the paper but also guide future research efforts in the field.

Some minor typographical and formatting errors need correction. A thorough proofreading session is recommended to maintain the professional quality of the manuscript.

Authors revised the manuscripts.

2. Revised

Editor's decision: Accepted.
Editor in Chief's decision: Accepted.