

Design and Explanation of a Model for Factors Affecting the Digital Marketing Environment in Global Markets

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1. Round 1

1.1. Reviewer 1

Reviewer: This study provides a valuable contribution to understanding the digital marketing environment in global markets. Enhancing the methodological clarity, providing more detailed descriptions, and better integrating with existing literature will increase its significance and applicability.

Define more clearly the criteria used for selecting the 19 managers and experts for interviews, explaining why these particular individuals were chosen.

Elaborate on the semi-structured interview process, including how the interviews were conducted, the questions asked, and the analysis methodology.

The article should discuss the steps taken to ensure the validity and reliability of the qualitative data in more detail.

Incorporate a more thorough integration with existing literature in digital marketing, providing context and enabling comparison with previous studies.

Authors revised the manuscripts.

1.2. Reviewer 2

Reviewer: The research offers important insights into factors affecting digital marketing in global contexts. Addressing these revisions will strengthen the study's academic rigor and practical relevance in the field of digital marketing.

1. **Clarity in Presentation of Findings:** Improve the clarity in the presentation of findings, ensuring that the conceptual model developed is easy to understand and interpret.
2. **Ethical Considerations:** More explicitly address the ethical considerations involved in the research, particularly in the data collection phase.
3. **Formatting and Professional Presentation:** Attention should be paid to the professional presentation of the article, including consistent formatting, especially in tables and visual representations.

Authors revised the manuscripts.

2. Revised

Editor's decision: Accepted.

Editor in Chief's decision: Accepted.