





Visual representation of the process of scientific production in the field of value co-creation in fintech startups

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1. Round 1

1.1. Reviewer 1

Reviewer:

The objective and methodology sections need clearer articulation and expansion. It's recommended to include a more detailed explanation of the selection criteria for the articles reviewed and a justification for focusing solely on the Scopus database.

While the utilization of VOS viewer software for scientometric analysis is commendable, the manuscript could benefit from a deeper, more critical analysis of the findings. Specifically, discussing the implications of the concentration of research in the United States and exploring potential biases this may introduce would enrich the study.

The literature review seems to cover relevant bases but lacks critical engagement with existing research. A more detailed discussion on how this study's findings align or diverge from previous studies would provide valuable context.

The methodology section could be strengthened by addressing potential limitations of the systematic review approach and the interpretive paradigm. Discussing how these limitations were mitigated will enhance the credibility of the research findings.

The manuscript could better articulate its contribution to the existing body of knowledge by discussing the theoretical implications of its findings in more detail, particularly concerning the process of value co-creation in fintech startups.

While the study aims to inform fintech startup marketing strategies, the practical implications of the findings are not sufficiently explored. Recommendations for fintech startups based on the study's findings should be more explicitly stated.

Authors revised the manuscripts.

1.2. Reviewer 2

Reviewer:

Some references appear outdated. Updating these with more recent studies could strengthen the manuscript's relevance.

Ensure consistency in the use of key terms throughout the manuscript, particularly "value co-creation", to avoid confusion.

Some figures and tables could be better integrated into the text with more detailed explanations of their significance to the study's findings.

The conclusion could be more robust, summarizing the study's contributions more clearly and outlining future research directions more explicitly.

Authors revised the manuscripts.

2. Revised

Editor's decision: Accepted.

Editor in Chief's decision: Accepted.