



# Development of a Social Media Branding Model for Marketing Consultancy: A Study on Content Sharing Practices

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## 1. Round 1

### 1.1. Reviewer 1

Reviewer:

Enhance the conceptual framework by defining the key constructs more clearly and explaining the theoretical underpinnings that guide the model's development. Incorporate diagrams or conceptual maps to visually represent the relationships between constructs.

The manuscript presents a social media branding model but does not provide sufficient justification for its components based on existing literature or empirical findings. The rationale for selecting specific content sharing practices and their expected impact on branding outcomes needs stronger support. Strengthen the model development section by including a detailed review of literature supporting each component of the model. Discuss how empirical evidence from the study and existing research informs the model's structure and the choice of content sharing practices included.

The manuscript's contribution to theory is mentioned but not fully articulated. Specifically, how the proposed model advances our understanding of social media branding in the context of marketing consultancy remains unclear. Clearly articulate the theoretical contributions of the study. Discuss how the proposed model addresses gaps in the literature on social media branding and marketing consultancy and what new insights or perspectives it offers.

Authors revised the manuscript.

### 1.2. Reviewer 2

Reviewer:

Improve the clarity and depth of the data analysis section. Present detailed findings that directly support the validation of the proposed model, including statistical analyses, model fit indices, and other relevant metrics. Use visual aids, such as charts or graphs, to illustrate key findings.

While the study aims to offer practical implications for marketing consultancy through social media branding, these implications are not fully developed or clearly linked to the empirical findings. Elaborate on the practical implications of the proposed model for marketing consultancy practice. Discuss how marketing consultants can apply the model in their social media strategies, including specific recommendations for content sharing practices based on the study's findings.

The manuscript briefly mentions limitations but does not thoroughly explore their implications for the study's findings or outline clear directions for future research. Provide a detailed discussion of the study's limitations, including considerations related to sample size, generalizability, and potential biases. Outline specific areas for future research to extend the model's applicability or to address unanswered questions.

Authors revised the manuscript.

## 2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.