Cognitive Pattern Recognition for Enhancing the Brand of Higher Education Institutions with a Mixed Approach

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1. Round 1

1.1. Reviewer 1

Reviewer:

The objective is to identify a model to enhance the brand of higher education centers through social media marketing. However, the research question could be deepened by specifically asking how cognitive pattern recognition influences the effectiveness of social media marketing in enhancing the brand of higher education institutions.

The transition from the literature review to the methodology section is smooth, but the linkage between the identified problems in the introduction and the proposed mixed approach methodology could be strengthened. Clarify how the mixed approach directly addresses the challenges highlighted in the literature.

While the literature review comprehensively covers the importance of brand management in higher education, it could benefit from a more detailed analysis of previous studies that have specifically applied cognitive pattern recognition in this context.

The analysis section successfully identifies essential factors for brand enhancement. However, it could delve deeper into the implications of these factors on strategic decisions made by higher education institutions. Specifically, a comparative analysis with institutions that have successfully implemented similar strategies could provide practical insights.

The methodology section details a mixed approach involving both qualitative and quantitative methods, but the description of the sample selection, especially for the quantitative part, seems vague. Explicate the criteria for selecting the 19 individuals for the survey to strengthen the research's reliability.

The conclusion rightly points out the necessity of focusing on recognition and awareness for brand enhancement. However, discussing the limitations of the study, especially concerning the generalizability of the findings across different cultural contexts or types of higher education institutions, would bolster the paper's credibility.

Authors revised the manuscript.

1.2.   Reviewer 2

Reviewer:

The paper introduces a novel approach by combining fuzzy screening with fuzzy cognitive mapping. Yet, the innovative value could be amplified by providing a clearer differentiation from existing models or methods used in the study of higher education branding.

The theoretical framework combines several disciplines, yet it could benefit from a more explicit discussion on how cognitive pattern recognition uniquely contributes to the understanding of branding in higher education, potentially offering a new perspective on brand management strategies.

The paper effectively identifies actions for brand strengthening but should further elaborate on the practical steps higher education institutions can take to implement these strategies, possibly through case studies or real-world examples.

The mixed methodology is well-chosen; however, the paper would benefit from a more detailed justification of the methods used, especially the rationale behind the selection of the fuzzy cognitive mapping technique and its advantages over other potential methods.

The results emphasize the importance of recognition and strategy, but the discussion could be deepened by comparing the findings with existing models or theories in the literature, highlighting both consistencies and discrepancies.

Overall, the writing is clear, but certain sections could be more concise to maintain the reader's focus on the key findings and implications. Eliminating redundant explanations or simplifying complex jargon could enhance readability.

Authors revised the manuscript.

2.   Revised

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