




Qualitative Identification of Intervening Factors Affecting Digital Marketing Strategies in Successful Iranian Startups

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1. Round 1

1.1. Reviewer 1

Reviewer:

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Reviewer:

The core of your study appears to be the development of a new model. Early in the paper, introduce a conceptual framework or diagram that outlines the components of your model and their theoretical justification. This will help readers understand the basis for your research and the expected contributions of your model.

The document's title suggests a case study approach but does not detail the methodology in the provided text. Describe the selection of home appliance manufacturers for the case study, the data collection methods (e.g., interviews, surveys, document analysis), and the criteria for evaluating the proposed model.

Authors revised the manuscripts.

1.2. Reviewer 2

Reviewer:

Assuming the study involves collecting and analyzing data to validate the proposed model, the process should be described in detail.

Explain the analytical methods used to assess the relationship between creativity, innovation, entrepreneurship, and sustainable growth outcomes. Discuss how these methods help validate the components and relationships proposed in your model.

Conclude by summarizing the key contributions of your model and its implications for sustainable economic growth. Suggestion: Outline areas for future research, including empirical studies to further test and refine the model in different contexts or industries.

Authors revised the manuscripts.

2. Revised

Editor's decision: Accepted.

Editor in Chief's decision: Accepted.