




## Presenting a Content Marketing Process Model in the Iranian Banking Industry (Case Study: Bank Mellat)

Mahdi. Soleymani<sup>1</sup>, Alireza. Rousta<sup>2\*</sup>, Farzad. Asayesh<sup>3</sup>


<sup>1</sup> Ph.D. Candidate, Department of Business Management, Shahr-e-Quds Branch, Islamic Azad University, Tehran, Iran

<sup>2</sup> Associate professor, Department of Business Management, Shahr-e-Quds Branch, Islamic Azad University, Tehran, Iran



<sup>3</sup> Assistant professor, Department of Business Management, Shahr-e-Quds Branch, Islamic Azad University Tehran, Iran

\* Corresponding author email address: alirezarousta@yahoo.com

### Editor

Rezvan Hosseingholizadeh  
Associate Professor, Department of  
Educational Management and  
Human Resource Development,  
Ferdowsi University of Mashhad,  
Mashhad, Iran.  
Email: rhgholizadeh@um.ac.ir

### Reviewers

**Reviewer 1:** Sepideh Hatami  
Assistant Professor, Department of Public Administration, Payam Noor University,  
Tehran, Iran Email: s\_hatami@sbu.ac.ir  
**Reviewer 2:** Sara Hosseinpour Chaijani  
Assistant Professor, Department of Public Administration, Ardakan University,  
Ardakan, Iran  
Email: shosseinpour@stu.ardakan.ac.ir

## 1. Round 1

### 1.1. Reviewer 1

Reviewer:

The paper is generally well-written, with a logical flow from introduction to conclusion. However, certain sections could benefit from further clarification to enhance readability. For instance, the distinction between axial categories and main categories in the findings could be more clearly defined for readers unfamiliar with grounded theory.

The review is adequate but could be expanded to include more recent studies related to content marketing in banking outside of Iran. This would provide a more global context to the study and potentially enrich the comparison with the Iranian banking industry.

The methodology section is thorough, but additional details about the selection criteria for the interviewees and the interview protocol could provide insight into how the data was collected and analyzed, ensuring the study's replicability.

While the findings are extensively discussed, incorporating more direct quotes from the interviews could illustrate the participants' perspectives more vividly. This would add depth to the analysis and help ground the discussion in empirical evidence.

The conclusion succinctly summarizes the findings and their implications for the banking industry. It could be strengthened by offering specific recommendations for practitioners in content marketing within the banking sector, based on the study's findings.

Authors revised the manuscript and uploaded the new document.

## 1.2. Reviewer 2

Reviewer:

The study's objective is to develop a content marketing process model for the Iranian banking industry. However, the research question could be deepened to explore the effectiveness of these content marketing strategies in achieving specific marketing outcomes, such as customer engagement or loyalty.

The literature review provides a foundation but lacks a critical analysis of existing models and theories in content marketing. A more thorough comparison and critique of existing content marketing models, including their limitations and how the proposed model addresses these gaps, would significantly enhance the manuscript.

While the qualitative methodology is appropriate for the study's aims, the selection process for participants and the analysis method could be more rigorously defined. Specifically, the rationale for the number of participants and how their insights were distilled into the proposed model needs clearer articulation. Additionally, addressing potential biases in data collection and analysis should be considered.

The manuscript would benefit from a stronger theoretical grounding. Incorporating theories related to marketing, organizational behavior, or change management could provide a more robust framework for understanding the proposed model's impact.

The study presents a model based on qualitative data but lacks empirical validation. Introducing a phase of quantitative analysis, perhaps through a survey of a broader set of banking professionals or an experimental design testing the model's effectiveness, would greatly strengthen the paper.

While the paper concludes with the model's implications, these could be expanded to offer more concrete, actionable strategies for banking professionals. Furthermore, discussing the model's applicability in banking contexts outside of Iran or in other industries would enhance its relevance.

Acknowledging the study's limitations more explicitly, such as the potential for cultural bias or the specific focus on one bank, would provide a more balanced view. Outlining avenues for future research, especially in quantitative testing of the model, would also be beneficial.

Authors revised the manuscript and uploaded the new document.

## 2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.