

# Identifying Operational Factors of Social Auditing in Deposit Attraction and Reducing the Cost of Money in Banks Using Grounded Theory Method


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## 1. Round 1

### 1.1. Reviewer 1

Reviewer:

The grounded theory approach is well-suited for the research objectives. However, the manuscript would benefit from a more detailed explanation of the data analysis process. Specifically, the transition from open coding to axial and selective coding could be elaborated upon to provide readers with a clearer understanding of how conclusions were derived. Furthermore, the criteria for participant selection and the justification for the sample size (21 participants) need to be more thoroughly explained.

Given the novel approach of the study, it would be beneficial to compare the identified operational factors with practices in other countries or sectors. This comparative analysis could highlight the unique challenges and opportunities within the Iranian banking context and provide a more robust validation of the model developed.

The conclusions drawn from the study are valuable, yet the manuscript could further elaborate on the practical implications of its findings. Specifically, how can banks implement the proposed model, and what are the potential challenges? Additionally, the manuscript could discuss policy implications, offering recommendations for regulators to support the adoption of social auditing practices in banks.

While the study's limitations are acknowledged, a more detailed discussion would strengthen the manuscript. For instance, the impact of the researcher's bias and the potential for generalization of the findings to other contexts could be addressed. Moreover, suggesting specific avenues for future research, especially empirical studies to test the model's effectiveness, would be valuable.

Ensure consistent formatting of headings, subheadings, and reference citations throughout the manuscript to meet the journal's guidelines.

Response: Thank you for your comment. I will consider these comments.

### 1.2. Reviewer 2

Reviewer:

While the manuscript does an excellent job of identifying operational factors, it lacks a solid theoretical underpinning that connects these factors to broader concepts of social auditing and corporate social responsibility (CSR) in banking. A more in-depth discussion of the theoretical basis for the study, possibly incorporating existing models or theories of CSR in the financial sector, would add depth to the analysis.

The manuscript could benefit from thorough proofreading to correct occasional grammatical errors and improve readability.

Some of the references appear to be somewhat outdated. Incorporating more recent studies could enrich the context and support the manuscript's arguments more effectively.

Response: Thank you for your comment. I will consider these comments.

## 2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.