

Systematic Review of Organizational Trust Models

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1. Round 1

1.1. Reviewer 1

Reviewer: This study provides a valuable contribution to understanding the digital marketing environment in global markets. Enhancing the methodological clarity, providing more detailed descriptions, and better integrating with existing literature will increase its significance and applicability.

- Comprehensive Methodological Explanation:** Elaborate on the systematic review process, particularly the seven-stage framework of Petticrew and Roberts.
- Selection and Justification of Literature:** Clarify the selection process of the 63 studies focused on organizational trust, providing justification for inclusion and exclusion.
- Analytical Depth in Literature Review:** Enhance the depth of analysis in the literature review, especially in terms of thematic categorization and synthesis.
- Discussion on Evolution of Trust Models:** Provide a more detailed discussion on the evolution of organizational trust models from 1995 to 2022.

5. **Identification of Theoretical Gaps:** More explicitly identify the theoretical gaps in existing organizational trust models.
6. **Integration with Broader Organizational Theory:** Integrate findings with broader organizational theory and trust literature.
7. **Implications for Organizational Practice:** Discuss the practical implications of these models for organizational management.
8. **Recommendations for Future Research:** Offer specific recommendations for future research based on identified gaps.

Authors revised the manuscripts.

1.2. Reviewer 2

Reviewer: The research offers important insights into factors affecting digital marketing in global contexts. Addressing these revisions will strengthen the study's academic rigor and practical relevance in the field of digital marketing.

Offer a more critical evaluation of each organizational trust model discussed.
Discuss the contextual relevance of these models in different organizational settings.
Conduct a comparative analysis of the models to highlight strengths and weaknesses.
Incorporate recent developments in organizational trust research post-2022.
Acknowledge any methodological limitations of the systematic review process.
Include a discussion on cross-cultural perspectives in organizational trust.
Utilize visual aids such as tables or charts to summarize the models for enhanced clarity.

Authors revised the manuscripts.

2. Revised

Editor's decision: Accepted.

Editor in Chief's decision: Accepted.