




Designing an Effective Marketing Policy Package in Free Trade Zones

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R e v i e w e r s

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1. Round 1

1.1. Reviewer 1

Reviewer:

Clarify the selection criteria for the 47 articles used in the meta-synthesis. Specifically, detail the relevance and scope of these articles in relation to the study's objectives. This would strengthen the foundation of the meta-synthesis findings.

Expand on the selection process of the 15 experts used in the Delphi method. Include their fields of expertise and how their backgrounds are pertinent to the study's focus on marketing policies in free trade zones. This ensures transparency in the expert selection process.

Provide a more comprehensive explanation of the questionnaire development process and its subsequent validation steps. Detailing this process will enhance the reliability of the research tool.

Elaborate on the statistical methods used in data analysis beyond the Kendall's Agreement Coefficient. Specific statistical tests or models employed in analyzing the questionnaire data should be described to validate the findings.

Each policy recommendation within the package should be directly linked to specific findings from the meta-synthesis and Delphi method results. This connection should be explicitly made to demonstrate the data-driven nature of the policy formulations.

Authors revised the manuscript and uploaded the new document.

1.2. Reviewer 2

Reviewer:

Enhance the theoretical underpinning of your study by linking the policy package development to existing theories in economic policy and marketing strategy literature. This would provide a stronger theoretical basis for the study.

Include a comparative analysis of marketing policies in similar economic contexts or free trade zones outside Iran. This comparison could help highlight unique factors pertinent to the Arvand Free Trade Zone and enhance the contextual relevance of your findings.

Describe a proposed framework for assessing the impact of implemented policies. This should include both short-term and long-term indicators of economic growth, investment attraction, and regional development.

Integrate a section on stakeholder feedback regarding the proposed policies, including potential concerns or alternative suggestions from free zone operators, local businesses, and investors.

Provide a clearer explanation of how economic indicators were used to evaluate the success of existing policies and the formulation of new ones. Specific indicators should be mentioned with reasons for their selection.

Offer a detailed outline of practical steps for the implementation of the proposed marketing policy package, including timelines, responsible parties, and necessary resources.

Suggest mechanisms for periodic review and revision of the marketing policies to adapt to changing economic conditions and market dynamics. This ensures the policies remain relevant and effective.

Authors revised the manuscript and uploaded the new document.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.