

Designing a Paradigmatic Model for Social Media Marketing in the Iranian Banking Services Industry

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1. Round 1

1.1. Reviewer 1

Reviewer:

Clarification of Selection Criteria for Experts: The methodology section could benefit from a more detailed explanation of the criteria used for selecting the 16 experts interviewed. This clarification would strengthen the validity of the research findings by ensuring a comprehensive representation of perspectives from the fields of marketing management and banking.

While the paper mentions reaching theoretical saturation, it could provide a more in-depth discussion on how this was determined. Including specific indicators or milestones that guided this conclusion would add rigor to the research methodology.

To enhance the credibility of the qualitative analysis, the paper should discuss the measures taken to ensure inter-coder reliability during the coding process, especially given the subjective nature of qualitative data analysis.

The discussion could be enriched by explicitly comparing the newly developed paradigmatic model with existing models of social media marketing in banking. This comparison would highlight the unique contributions of the study more clearly.

While the paper outlines perceived risks as an intervening condition, it could benefit from a more detailed exploration of strategies to mitigate these risks, thus providing practical implications for banking industry professionals.

Future work could focus on the quantitative validation of the paradigmatic model. The current study lays a solid foundation, but empirical testing could further strengthen the model's applicability and robustness.

The paper would benefit from a more detailed discussion on the limitations of the study and the generalizability of the findings to other contexts outside the Iranian banking services industry. This discussion could guide future research directions and applications of the model.

Authors revised the manuscript and uploaded the new document.

1.2. Reviewer 2

Reviewer:

Given the emphasis on social media marketing, the paper could discuss the importance of digital literacy among banking customers. Recommendations for banks to invest in customer education and digital literacy programs could be included.

The paper should delve deeper into customer privacy concerns related to social media marketing, proposing specific strategies for banks to address these concerns and build trust.

The dynamic nature of social media platforms requires banks to continuously adapt their marketing strategies. The paper could offer recommendations for banks to stay current with these changes, ensuring their marketing efforts remain effective.

The outcomes section could benefit from a discussion on metrics and KPIs for banks to measure the effectiveness of their social media marketing strategies, aligning with the model's proposed outcomes.

The paper could suggest ways in which social media marketing strategies can be integrated with traditional marketing channels for a more holistic approach to customer engagement.

Recognizing the digital divide in access to social media, the paper could recommend strategies for banks to reach customers not active on these platforms, ensuring inclusivity in their marketing efforts.

Authors revised the manuscript and uploaded the new document.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.