

Presenting Innovative Solutions in Response to Variety-Seeking Behavior in Online Retail Customers


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1. Round 1

1.1. Reviewer 1

Reviewer:

The introduction could better set the stage for the reader by defining key concepts more explicitly early in the text. For instance, terms like "human capital retention" and "organizational productivity" could be defined upfront to ensure readers from various fields grasp the core concepts without ambiguity.

The review of existing literature could be deepened by including more recent studies to support the relevance of the research question in the current economic and organizational context. Consider incorporating a wider range of international sources to broaden the perspective.

In the methodology section, more detailed justifications for the choice of statistical tests and software (e.g., SPSS and LISREL) should be provided. Explain why these specific methods are most appropriate for your study to strengthen the methodological rigor.

While Cochran's formula is used for sample size determination, further explanation is needed regarding the choice of input parameters (e.g., expected effect size, variance) to enhance transparency and replicability of the study.

Clarify and elaborate on the process of questionnaire distribution and collection. Details such as how respondents were approached, the duration of data collection, and measures taken to increase the response rate can significantly improve the reliability section.

The explanation of the confirmatory factor analysis and structural equation modeling could be more detailed. Include assumptions checked, model fit indices interpretation, and how modifications to the model were handled, providing a clearer picture of the analysis process.

The discussion of results would benefit from a more critical analysis comparing findings with prior research. Discuss possible reasons for any discrepancies and the implications of your findings for future research and practice in the field.

Authors revised the manuscripts.

1.2. Reviewer 2

Reviewer:

Refine the objective statement to more precisely delineate the scope of the research. This could involve specifying the aspects of human capital retention that are particularly examined (e.g., motivational factors, policy impacts).

Critique and potentially redesign the survey questions to avoid bias. Some questions may lead respondents or imply assumptions that could skew the results. Independent review of the survey design by another expert in the field could improve its validity.

Consider including additional control variables that might influence human capital retention and organizational productivity, such as industry sector variability, economic conditions, or corporate culture.

More explicitly connect your findings to actionable recommendations for organizational leaders. Provide specific strategies that could be implemented based on your research findings to improve retention and productivity.

More thoroughly discuss the limitations of your study, such as potential non-response bias or the generalizability of the findings beyond the National Iranian Oil Company. Suggest areas for future research that could address these limitations or extend the findings.

Strengthen the conclusion by summarizing the key findings more concisely and directly linking them to the research objectives and questions posed at the beginning of the paper. This helps reinforce the narrative arc and ensures a satisfying closure for the reader.

Authors revised the manuscripts.

2. Revised

Editor's decision: Accepted.

Editor in Chief's decision: Accepted.