Development and Evaluation of Competitive Intelligence Based on Export Market Orientation

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1. Round 1

1.1. Reviewer 1

Reviewer:

The paper states that grounded theory was applied, but it lacks details on the specific techniques used during the coding process. Please provide a more detailed explanation of the criteria used for merging or separating categories during axial and selective coding.

The review seems to only touch upon selective works. Including additional foundational and recent studies might enrich the context, particularly focusing on the evolving nature of competitive intelligence in export markets.

It's mentioned that 15 individuals were interviewed; however, the representation across different industries or roles is unclear. Expanding on the demographics of the interviewees could enhance the validity of the findings.

You mention the use of software for data analysis but do not specify which one. Detailing the software and the reasons for its selection can improve the transparency of the research process.

The discussion on theoretical contributions is vague. Clarify how your findings contribute to existing theories of export market orientation or competitive intelligence.

The results could be strengthened by comparing them with findings from similar studies in different cultural or economic settings to highlight any unique or divergent patterns.

Figure 1 (final model) is referenced but not sufficiently detailed in the text. A clearer, more detailed description or a revision of the figure to include all elements discussed in the text would be beneficial.

Authors revised the manuscript and uploaded the new document.

1.2.   Reviewer 2

Reviewer:

Ensure consistency in the use of key terms such as "competitive intelligence" and "export market orientation" throughout the paper. Providing precise definitions early in the document could enhance clarity.

Expand on the practical implications of your findings for managers in exporting companies. How can they apply your model in day-to-day strategic decisions?

The discussion on export risks mentions several factors like regulatory instability and currency fluctuations. It would be insightful to include specific recommendations on mitigating these risks based on your findings.

The general recommendations for managers at the end of the paper could be more specific. Link these recommendations directly to your findings and suggest concrete actions.

The conclusion mentions contributions to the field but does not specify what is novel about the research approach or findings. Clarify what sets your research apart from existing studies in competitive intelligence.

Authors revised the manuscript and uploaded the new document.

2.   Revised

Editor's decision after revisions: Accepted.
Editor in Chief's decision: Accepted.