




## Presentation of a Social Responsibility Measurement Model in Tejarat Bank with a Brand-Centric Approach

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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:

The manuscript introduces a model with three main dimensions and associated components. However, the linkage between these components and the overarching dimensions could be better defined. For each dimension—customer-centricity, legal and ethical, and environmental focus—please provide a more detailed explanation of how each component contributes to the dimension and the model's overall framework.

While the manuscript describes the sampling process, it does not sufficiently justify the choice of respondents or discuss the representativeness of the sample. Please elaborate on why these particular managers and specialists were chosen and discuss any limitations this might impose on the generalizability of the findings.

The manuscript utilizes SEM to test the proposed model but does not provide details on the model fit indices (e.g., CFI, RMSEA). Please include a detailed table of fit indices, interpret these values, and discuss any modifications made to the model based on these indices to enhance the reader's understanding of the model's statistical validity.

The literature review could be strengthened by incorporating more recent studies, particularly from 2021 to 2024, that discuss social responsibility within the banking sector. This will help contextualize your findings within current research trends.

The conclusion section should more clearly summarize the main findings of the research, linking back to the objectives and research questions posed in the introduction. Additionally, it should highlight the novel contributions of your model to the literature on corporate social responsibility in banking.

Authors revised the manuscripts.

### 1.2. Reviewer 2

Reviewer:

The manuscript mentions 45 indicators used in the model but does not sufficiently operationalize these indicators. Please provide a comprehensive list with clear definitions and rationales for how these indicators were developed and their relevance to the dimensions they measure.

The manuscript briefly mentions ethical considerations but lacks detailed information about how informed consent was obtained from participants and how their anonymity and confidentiality were protected. Please expand on these ethical protocols to ensure compliance with international research standards.

More detail is required on the structure of the interviews and the questionnaire design. Include types of questions, scales used, and how these methods specifically aimed to capture the dimensions of your model. This detail will help validate the reliability and validity of your data collection instruments.

The discussion section would benefit from a deeper analysis of how bank managers can practically implement the findings. Provide specific, actionable strategies that managers could adopt to enhance their social responsibility practices based on your model.

Authors revised the manuscripts.

## 2. Revised

Editor's decision: Accepted.

Editor in Chief's decision: Accepted.