Presenting a Multilevel Model of Organizational Capacities Affecting Brand Positioning of Food Companies with a Mixed Approach

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1. Round 1

1.1. Reviewer 1

Reviewer:

"The main objective of this study was to present a multilevel model of organizational capacities affecting the brand positioning of food companies using a mixed approach."

Comment: The abstract should explicitly mention the key findings of the study and their implications. Consider summarizing the results of the coding process and the final model's impact on brand positioning.

"The results of open coding of qualitative data collected through interviews indicated that the initial codes were categorized into 16 main categories."

Comment: Describe the open coding process in more detail. How were the initial codes identified and grouped? Provide examples of raw data to illustrate the coding process.

"For data analysis MAXQDA - Excel software was used."

Comment: Explain why MAXQDA and Excel were chosen for data analysis. Include a brief overview of how each tool was used in the data analysis process.

"To determine the hierarchical structure and interrelationships of the identified categories, the Interpretive Structural Modeling (ISM) method was employed."

Comment: Provide a more detailed explanation of the ISM method. Describe each step and the rationale behind using this method for your study.

"The resulting codes and categories were further validated through iterative discussions with experts to ensure the robustness of the findings."

Comment: Include more information on how the validation process was conducted. How many experts were involved, and what were their qualifications? Provide examples of feedback received and how it was incorporated.

"The self-interaction matrix is presented in Table 2."

Authors revised the manuscript and uploaded the new document.

1.2. Reviewer 2

Reviewer:

"These changes impact the policies, structures, guidelines, and management methods of these institutions."

Comment: The introduction would benefit from a more detailed discussion of how these changes specifically impact brand positioning within the food industry. Include recent statistics or trends to provide a stronger context.

"This indicates that the availability of information about the company affects the level of awareness and perception of customers about the company's brand."

Comment: Expand the literature review to include more recent studies on brand positioning and organizational capacities. This will provide a more comprehensive background and highlight gaps your study aims to fill.

"The sample size for the data was collected based on interviews with 13 managers from various levels (middle and senior) of well-known and active companies in the food industry."

Comment: Provide more details on the sampling strategy and justification for the sample size. How were the companies and managers selected? Discuss any potential biases and how they were mitigated.

Comment: Clarify how the self-interaction matrix was constructed. Provide an example of a pairwise comparison and the criteria used for determining the relationships between factors.

"The sample size for the data was collected based on interviews with 13 managers from various levels (middle and senior) of well-known and active companies in the food industry."

Comment: Discuss the concept of data saturation in qualitative research. How did you ensure that the sample size was sufficient to reach saturation?

Authors revised the manuscript and uploaded the new document.

2. Revised

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