

# Analysis of the Interactive Effects of Drivers on the Development of Marketing Agility in Educational Services in Iran

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## 1. Round 1

### 1.1. Reviewer 1

Reviewer:

The sentence, "Given the intangible nature of services their marketing has become a challenging yet crucial task," should be expanded to include more background on why intangible nature specifically affects marketing in educational services.

The introduction should more explicitly identify the research gap this study addresses. It currently lacks a clear statement of what has not been studied in the context of marketing agility in educational services in Iran.

The results of the Kendall's W correlation test are presented, but there is no discussion on why values above 0.5 were considered significant. Provide a justification for this threshold.

The study mentions various methods used but does not discuss their limitations. A section on the methodological constraints and how they might affect the findings is necessary for transparency.

Some references are quite dated, such as Bezold (2010). Consider including more recent studies to reflect the current state of research in marketing agility and educational services.

Authors revised the manuscript.

## 1.2. Reviewer 2

Reviewer:

In the Methods and Materials section, provide more justification for the non-probability purposive sampling method. Why was this method chosen over others?

The description of the statistical population mentions several databases. It would be beneficial to specify the keywords or search terms used in these databases to ensure reproducibility of the research.

The Delphi method section mentions using expert opinions but does not detail how these experts were selected. Adding criteria for expert selection would strengthen the study's validity.

In the Discussion section, the sentence "dynamism plays a primary role in enhancing competence but competence also has a significant but lesser impact on dynamism" could be expanded to explain the implications of this finding in practical terms for educational institutions.

The discussion should better contextualize the findings within the broader field of marketing agility research. Comparing these findings with other studies would enhance the discussion's depth.

The conclusion makes several recommendations. However, the recommendation to "review organizational values" is vague. Specify which values are most pertinent and how they should be reviewed.

The suggestion to "promote a culture of creativity and innovation through training and incentive systems" would be more actionable if specific types of training and incentives were suggested.

Authors revised the manuscript.

## 2. Revised

Editor's decision: Accepted.

Editor in Chief's decision: Accepted.