




Designing a Model of Antecedents and Consequences of Relationship Marketing to Increase Participation in Non-Governmental Organizations (NGOs)

Pezhman. Asadi¹, Seyed Mahdi. Jalali^{2*}, Kiumars. Arya³

¹ PhD Student in Marketing of Business Management, Department of Accounting & Management, Rudehen Branch, Islamic Azad University, Tehran, Iran

² Assistant Professor, Department of Business Management, Central Tehran Branch, Islamic Azad University, Tehran, Iran

³ Assistant Professor, Department of Accounting & Management, Rudehen Branch, Islamic Azad University, Tehran, Iran

* Corresponding author email address: sdrrjalali1356@gmail.com

Editor

Khaliquzzaman Khan^{id}
Associate Professor, School of
Business Administration, Al Dar
University College, United Arab
Emirates
kaliquzzaman.khan@aue.ae

Reviewers

Reviewer 1: Hamid Rezaiefar^{id}
Assistant Professor, Department of Management, Birjand Branch, Islamic Azad University, Birjand, Iran.
Email: h.rezaiefar@iaubir.ac.ir

Reviewer 2: Ali Choori^{id}
Assistant Professor of Sports Management, Faculty of Humanities and Sports Sciences, Gonbadkavos University, Gonbadkavos, Iran.
Email: choori@gonbad.ac.ir

1. Round 1

1.1. Reviewer 1

Reviewer:

In the introduction, the reference to Amiri et al. (2019) should include more context on how their findings specifically relate to the study at hand. This would help in understanding the significance of relationship marketing in NGOs.

The literature review section should be expanded to include more recent studies on relationship marketing in NGOs. This will provide a stronger theoretical foundation and highlight the gaps that this research aims to fill.

The process of thematic analysis using Strauss and Corbin's method needs more detail. Explain how the codes were developed and provide examples of coding to illustrate the process.

The article mentions the use of credibility with reliability for validating qualitative findings. It should also discuss any triangulation methods used to ensure the robustness of the results.

While Cronbach's alpha and composite reliability are mentioned, include the specific values obtained for these measures to demonstrate the reliability of the scales used in the study.

Authors revised the manuscript.

1.2. Reviewer 2

Reviewer:

The theoretical framework is not clearly articulated. It would benefit from a diagram or model that outlines the antecedents and consequences of relationship marketing as proposed by the authors.

The sampling method described as "snowball sampling" and "theoretical sampling" in the qualitative section needs more detail on how initial participants were selected and the criteria for determining theoretical saturation.

The section on semi-structured interviews should include the main questions or themes addressed during the interviews to provide transparency and reproducibility.

The justification for the sample size of 260 individuals in the quantitative section should be more detailed, including any power analysis conducted to determine this number.

Provide more information on how the questionnaire was derived from the qualitative findings. Include details on the types of questions (e.g., Likert scale) and an example of a question.

Authors revised the manuscript.

2. Revised

Editor's decision: Accepted.

Editor in Chief's decision: Accepted.