Identifying Obstacles to Omnichannel Implementation in the Export Sector (Case Study: Food Industries)

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1. Round 1

1.1. Reviewer 1

Reviewer:

The introduction states, "Today consumer behavior has fundamentally changed due to the COVID-19 crisis." Consider providing specific examples or statistics to support this claim, demonstrating how consumer behavior has shifted during the pandemic.

In the sentence, "Generally digitalization has been the most significant event in retail over the past few years," provide references or data to substantiate this assertion, and explain how digitalization specifically impacts the food export sector.

The use of Maxqda software for thematic analysis is mentioned. Describe how this software was utilized in the coding and categorization process, and explain how reliability and validity were ensured beyond the CVR and Cohen's kappa coefficient.

The findings section includes demographic data of the respondents. Consider adding a table or chart to visually represent this information, making it easier for readers to grasp the distribution of respondents' characteristics.

In Table 1, which identifies codes based on semantic units, ensure all interview quotes are accurately translated and presented. Provide context for each quote to clarify its relevance to the identified obstacles.

Table 3 presents the prioritization of obstacles. Explain the process used for assigning weights to each criterion and discuss the significance of the highest-ranked obstacles in more detail.

The conclusion suggests strategies for overcoming obstacles. Provide specific and actionable recommendations for companies in the food export sector, supported by evidence from your findings.

Authors revised the manuscript and uploaded the new document.

1.2. Reviewer 2

Reviewer:

The literature review references several studies, such as Alshaketheep et al. (2020) and Strohbehn et al. (2021). Ensure all referenced studies are appropriately cited with complete bibliographic details in the reference section.

The methodology section mentions the snowball sampling method and a sample size of 12 individuals. Clarify the criteria used for selecting these experts and justify the sample size, addressing potential limitations in generalizability.

In the data collection methods, it is stated that interviews were conducted to identify obstacles. Provide more detail on the interview protocol, including the types of questions asked and how responses were recorded and analyzed.

The discussion section should integrate the findings with existing literature. Compare your results with those of previous studies, highlighting any similarities or discrepancies and providing possible explanations.

Elaborate on the practical implications of your findings for the food export sector. Discuss how companies can address the identified obstacles to improve omnichannel implementation.

The conclusion should succinctly summarize the key findings and their implications. Ensure that it directly addresses the research objectives stated in the introduction and provides a clear takeaway for readers.

Authors revised the manuscript and uploaded the new document.

2. Revised

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