

The Impact of Organizational Intelligence on the Performance of Tehran Municipality Utilizing Marketing Capabilities

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1. Round 1

1.1. Reviewer 1

Reviewer:

"Marketing capabilities defined as the integrative processes designed to apply the collective knowledge skills and resources of the firm to market-related needs are equally vital." This sentence is dense and difficult to follow. Breaking it into two sentences might improve clarity.

The demographic table is informative but would benefit from visual aids. Consider adding a pie chart or bar graph to illustrate the distribution of participants' roles and experience.

The findings related to strategic planning and decision-making are well-explained. However, more specific examples or direct quotes from participants would add depth and support to these points.

The conclusion would benefit from a more detailed discussion on the practical implications of the findings for other public sector organizations beyond Tehran Municipality.

Authors revised the manuscript.

1.2. Reviewer 2

Reviewer:

The introduction heavily cites existing literature, which is good, but the transition between different references is abrupt. Try to integrate the references more seamlessly to improve the narrative flow.

The study design section should provide more detail on how participants were selected. Include specifics about the purposive sampling technique and criteria used for selecting participants.

"Interviews were conducted face-to-face and where necessary via video conferencing to accommodate participants' schedules and preferences." Specify the proportion of interviews conducted face-to-face versus via video conferencing for better context.

The description of the coding process lacks detail. Explain how initial codes were generated and provide examples of how they were grouped into broader categories.

"Optimal use of resources including human resources has allowed us to achieve more with less." This section should provide specific examples or data to substantiate this claim, such as cost savings or efficiency metrics.

The discussion integrates findings with existing literature effectively, but it lacks a critical analysis of contradictory findings. Address any discrepancies between your findings and the literature.

While the limitations section is thorough, it could be expanded to include potential biases in data interpretation and the implications of these biases on the study's findings.

Authors revised the manuscript.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.