



Investigation of Managerial Capabilities and Organizational Intelligence in Tehran Municipality Using Marketing and Innovation in Services

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1. Round 1

1.1. Reviewer 1

Reviewer:

The term "organizational intelligence" is defined but lacks a citation. Ensure to reference seminal works that define and discuss organizational intelligence comprehensively.

"This view is echoed by Rasouli Soodi and Jafarzadeh (2016) who found a positive relationship between organizational intelligence and agility among employees at Payame Noor University." This statement could benefit from more context regarding the methodologies used in these studies to draw a comparison with the current research.

The sampling method is mentioned as "purposive sampling" without a detailed explanation. Include the criteria used for selecting participants and how these criteria ensure a representative sample.

Different leadership styles are mentioned but not linked to specific outcomes. Provide evidence or examples from the data showing how each leadership style impacted organizational performance.

"We encourage our employees to think outside the box and come up with innovative solutions" is a general statement. Include specific examples or initiatives that illustrate how innovation is encouraged and what innovative solutions have been implemented.

"Participants emphasized the importance of a clear vision and mission alignment, efficient resource allocation, and continuous performance monitoring." This summary could be strengthened by referencing specific findings or quotes from the study to support these points.

The discussion on leadership styles and emotional intelligence is extensive but lacks a critical analysis of how these findings align or contrast with existing literature. Provide a more detailed comparison with the studies by Shafiq and Rana (2016) and Winata (2024).

The limitations section should discuss potential biases introduced by the purposive sampling method and the reliance on self-reported data from interviews. Suggest ways these limitations could be addressed in future research.

Authors revised the manuscript and uploaded the new document.

1.2. Reviewer 2

Reviewer:

The description of the semi-structured interviews could be enhanced by detailing the main topics covered in the interview guide. Include an example of a question to illustrate the type of data collected.

Thematic analysis is briefly described. Expand on how themes were identified and provide examples of codes and how they were grouped into themes. Explain the process of member checking and how it contributed to the validity of the findings.

The table lists broad categories and subcategories without sufficient detail. Provide a more in-depth explanation of each subcategory, including specific examples or quotes from the data that illustrate these concepts.

The sentence "Our mission statement guides our daily operations and ensures everyone is working towards the same objectives" lacks specific examples. Include a direct quote or a detailed example of how the mission statement is operationalized within the municipality.

The role of technology adoption is briefly mentioned. Discuss specific technologies or digital tools that were identified in the study and how they have impacted innovation within the municipality.

The mention of customer-centric innovation could be expanded by providing examples of customer feedback mechanisms and how they have influenced service innovation.

The role of data analytics is noted but not elaborated on. Include specific examples of how data analytics tools have been utilized within the municipality to improve decision-making processes.

Authors revised the manuscript and uploaded the new document.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.