

Identifying Influential Factors in a Comprehensive Strategic Marketing Model Based on Economic Diplomacy with a Grounded Theory Approach

Ahmad. Nikbakht¹, Ali. Pirzad^{2*}, Seyed Najmeddin. Mousavi³

¹ PhD Student of Business Administration, Yasouj Branch, Islamic Azad University, Yasouj, Iran

² Assistant Professor, Department of Management, Yasouj Branch, Islamic Azad University, Yasouj, Iran

³ Professor, Department of Management and Economics, Lorestan University, Lorestan Branch, Lorestan, Iran

* Corresponding author email address: Alipirzad65@yahoo.com

Editor

Azar Kafashpoor^{id}
Professor, Department of
Educational Management and
Human Resource Development,
Ferdowsi University of Mashhad,
Mashhad, Iran
kafashpor@um.ac.ir

Reviewers

Reviewer 1: Abbas Monavarian^{id}
Professor, Management Department, Tehran University, Tehran, Iran.
Email: amonavar@ut.ac.ir
Reviewer 2: Rezvan Hosseingholizadeh^{id}
Associate Professor, Department of Educational Management and Human Resource
Development, Ferdowsi University of Mashhad, Mashhad, Iran. Email:
rhgholizadeh@um.ac.ir

1. Round 1

1.1. Reviewer 1

Reviewer:

The statement "economic diplomacy has gained prominence and significance" could benefit from more recent empirical data or case studies to strengthen the claim. Please include specific examples from the last five years to support this assertion.

The use of the MICMAC technique is introduced but not sufficiently justified. Could you provide more detail on why this technique was chosen over other methods, such as Interpretive Structural Modeling (ISM) or DEMATEL, for analyzing the relationships between factors?

The table's title "Direct Relationship Matrix Characteristics" does not clearly communicate the content. Consider renaming the table to "Summary of Direct Relationships Between Identified Concepts" to improve clarity.

The sentence "The density number in this matrix only indicates the number of significant relationships" needs clarification. It would be helpful to explain how the matrix density is interpreted and its implications for the study's findings.

There is a lack of discussion on the implications of the influence and dependency scores. Please provide an analysis of the most and least influential factors and their relevance to strategic marketing in the context of economic diplomacy.

Authors revised the manuscript and uploaded the new document.

1.2. Reviewer 2

Reviewer:

The definitions provided for economic diplomacy are quite broad. It would be beneficial to narrow down the definition by specifying the context in which the term is being applied in this study. Consider refining or integrating the definitions to create a more focused conceptual framework.

The description of the grounded theory approach lacks detail on the coding process. Please elaborate on the specific coding steps (open, axial, selective) employed and how saturation was determined during the data analysis.

The discussion on environmental analysis as a key concept is insightful but could be enhanced by linking it to specific challenges in the current geopolitical landscape, particularly for countries like Iran. Include contemporary examples that highlight the practical significance of environmental analysis.

The concept of the "linkage area" is introduced without sufficient context. It would be beneficial to provide a visual representation or a more detailed explanation of how this area interacts with other components of the MICMAC matrix.

The conclusion mentions the potential application of the strategic marketing model but does not discuss its limitations. Please include a section that addresses the model's limitations, such as its applicability across different industries or its dependence on specific economic conditions.

The assertion that "this identification can assist researchers and decision-makers" is broad. It would be more impactful to specify how decision-makers could implement these findings in policy-making or strategic planning.

Authors revised the manuscript and uploaded the new document.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.