




The Impact Model of Marketing Information Systems on Financial Performance of Companies

Majid. Kargosha^{1*}, Ali. Barati Devin²

¹ Department of Management and Accounting, Neka Branch, Islamic Azad University, Neka, Iran

² Assistant Professor, Department of Management, Payam Noor University, Tehran, Iran

* Corresponding author email address: Mjid.kargosha@iau.ac.ir

| Editor | Reviewers |
|--|--|
| Azar Kafashpoor  Professor, Department of Educational Management and Human Resource Development, Ferdowsi University of Mashhad, Mashhad, Iran kafashpor@um.ac.ir | Reviewer 1: Abbas Monavarian  Professor, Management Department, Tehran University, Tehran, Iran. Email: amonavar@ut.ac.ir Reviewer 2: Marco Yamba-Yugsi  Unidad Académica de Posgrado, Universidad Católica de Cuenca, Azuay 010101, Ecuador Email: marco.yamba@ucacue.edu.ec |

1. Round 1

1.1. Reviewer 1

Reviewer:

The introduction mentions the necessity of adapting systems to their environment. Adding specific examples of such systems from recent studies (e.g., "As evidenced by Rustan et al. (2022), companies leveraging advanced MIS have shown...") would strengthen the context.

The introduction references several studies (e.g., Hutahayan 2020, Alhamdi 2020) without discussing their methodologies or findings in detail. A more thorough synthesis and critical evaluation of these works would better establish the study's theoretical framework.

The development process of the questionnaire is briefly mentioned. Providing more detail about how the initial 288 items were reduced to 63 and the criteria for this reduction would add transparency to the research process.

The methodology section should include a rationale for choosing AMOS and SPSS software for data analysis, explaining their suitability for structural equation modeling and multivariate regression in this context.

In Table 3, the AVE and r^2 values are mentioned. Providing a brief explanation of these metrics and why they confirm the model's reliability and validity would strengthen the results section.

The results section should explicitly state which hypotheses were tested and whether they were supported by the data. This will clarify the direct contributions of each marketing information system component to financial performance.

Authors revised the manuscript.

1.2. Reviewer 2

Reviewer:

The introduction should more clearly articulate the research gap. Explicitly state what aspects of the impact of Marketing Information Systems on financial performance have not been covered by previous studies and how this research addresses those gaps.

In the methodology section, the use of the Morgan-Krejcie table for determining the sample size is appropriate. However, additional justification for the sample size and an explanation of why stratified random sampling was chosen would enhance the rigor of the study.

The demographic data analysis is presented but lacks depth. Discussing how these demographic factors (e.g., age, gender, education) might influence the perception of Marketing Information Systems would add value to the findings.

Table 1 shows descriptive statistics for the research variables. Interpret the mean and standard deviation values in relation to the study's hypotheses or research questions to provide clearer insights.

The model fit indices in Table 2 are reported as satisfactory. However, a more detailed explanation of each index (e.g., NFI, IFI) and why their reported values indicate a good fit would be beneficial for readers less familiar with these metrics.

The discussion should compare the study's findings with those of previous studies in more depth. For instance, explain how the positive impact of intelligent information systems aligns or contrasts with findings from similar research.

The conclusion mentions recommendations for enhancing the effectiveness and efficiency of the marketing information system. Providing specific examples or case studies of successful implementations would add practical value.

The study's limitations should be discussed in a dedicated section. Acknowledge any potential biases, limitations in data collection methods, or external factors that may have influenced the results.

Suggest specific areas for future research based on the study's findings. For example, "Future research could explore the impact of Marketing Information Systems in different industry sectors or geographical regions to validate the model's generalizability."

Authors revised the manuscript.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.