






Identifying and Screening Components and Indicators of Brand Management Positioning in Art

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|---|---|
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1. Round 1

1.1. Reviewer 1

Reviewer:

"Utilizing the results of research from various scientific domains..." - Consider providing examples of the scientific domains referenced to give more context to the interdisciplinary approach mentioned.

"The qualitative analysis resulted in the identification of 83 initial indices..." - It would be helpful to include a brief description or example of these indices to give readers a better understanding of what was identified.

Ensure that all sources cited in this table are listed in the references section. Some entries, such as "Sagar et al. 2011," need to be verified for consistency and accuracy.

"The three dimensions of resources capabilities and benefits of positioning extracted..." - Consider breaking this sentence into shorter sentences for better readability and comprehension.

"Based on the findings it is recommended that managers and artists in the seven artistic fields leverage this research's results..." - Provide actionable steps or guidelines for managers and artists on how to implement these recommendations effectively.

Authors revised the manuscript.

1.2. Reviewer 2

Reviewer:

"Creating a unique identity and establishing a superior position over competitors..." - Clarify what is meant by "unique identity." Provide a more detailed explanation or example to illustrate this concept.

"The qualitative research population comprised articles and studies published by theorists on the concept of positioning..." - Specify the criteria used to select the 166 articles for qualitative analysis to enhance the transparency of the selection process.

"The validity of the qualitative research step was ensured through intratopic agreement..." - Explain what is meant by "intratopic agreement" and how it was measured or assessed in this study.

"Fuzzy screening is essentially the Delphi technique but it is conducted in a single round..." - Provide a brief comparison between traditional Delphi technique and the fuzzy screening method used to highlight the advantages and potential limitations of this approach.

"For the first time based on the results of scientific research this study introduces a categorization of positioning indices and components in the art field within three dimensions..." - Highlight why this categorization is novel and its potential impact on the field of brand management in art.

"Understanding brand positioning aspects is crucial for art practitioners to dominate the audience's minds..." - Suggest providing specific strategies or case studies that demonstrate successful brand positioning in the art field to strengthen this argument.

"The indices and components approved from the qualitative section of this research were evaluated and surveyed by art experts and subjected to fuzzy screening analysis..." - Summarize the key findings from the fuzzy screening analysis in a concise manner to reinforce the study's contributions.

Authors revised the manuscript.

2. Revised

Editor's decision: Accepted.

Editor in Chief's decision: Accepted.