

Achieving Market Superiority: An Innovative Approach to Marketing and Sales Strategy in the Bitumen Industry (Case Study: Bitumen Industry)

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1. Round 1

1.1. Reviewer 1

Reviewer:

The introduction cites several sources to support the need for organizations to adapt to market turbulence. However, the reference to "Burka et al. (2018)" lacks detail on how their findings relate directly to the bitumen industry. It would strengthen the argument to explicitly connect this citation to industry-specific challenges.

The description of the coding process mentions open, axial, and selective coding. However, the distinction between these phases and how they specifically apply to the data from this study needs further clarification.

The codes listed under "Concentration and Viscosity" are critical to bitumen quality. However, the table could be improved by explaining how these specific codes were derived from the interviews and their relevance to the broader research questions.

The demographic characteristics of the participants are summarized, but there is no discussion on how these characteristics may have influenced the findings. Consider adding a section that addresses potential biases or limitations related to the participant demographics.

Authors revised the manuscripts.

1.2. Reviewer 2

Reviewer:

The discussion on the role of sales departments is well articulated, but the transition to marketing dynamics in the following sentences feels abrupt. Consider adding a linking sentence that better transitions from sales to marketing and highlights their interdependency.

The use of ATLAS.TI software is mentioned for coding interviews, but the rationale for choosing this software over other qualitative data analysis tools is not provided. A brief justification would enhance the methodological rigor.

The sample size of 14 interviews is justified by theoretical saturation, yet there is no discussion on how this sample size aligns with similar studies in the bitumen industry. Including a comparison with industry norms could help validate the sufficiency of the sample.

The statement, "Economic and political conditions can directly impact the demand and supply of industrial products," is broad. Providing specific examples from the bitumen industry, particularly recent events, would make this point more impactful.

The role of climate change as an intervening condition is mentioned, but the discussion lacks depth. Expanding on how climate change specifically affects bitumen production and distribution, perhaps with recent data, would provide greater clarity.

The conclusion effectively summarizes the findings, but it would benefit from a more detailed discussion on the implications of these findings for future research. What gaps remain in the understanding of marketing and sales in the bitumen industry?

The suggestion that "companies should focus on establishing strategic relationships with major customers" is valid, but it needs to be supported by examples or case studies that demonstrate the success of this approach in similar industries.

Authors revised the manuscripts.

2. Revised

Editor's decision: Accepted.

Editor in Chief's decision: Accepted.