






# The Impact of International Marketing Capabilities and Export Operations Capabilities on the Strategic Performance of Cross-Border E-Commerce with the Mediating Role of Information Technology Capabilities

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E d i t o r	R e v i e w e r s
Aliakbar Aminbeidokhti <sup>1</sup>  Educational Administration, Faculty of Psychology and Educational Sciences, Semnan University, Semnan, Iran kafashpor@um.ac.ir	<b>Reviewer 1:</b> Manijeh Haghighinasab <sup>1</sup>  Assistant Professor, Department of Management, Alzahra University, Tehran, Iran Email: haghighinasab@srbiau.ac.ir <b>Reviewer 2:</b> Mehrdad Bayat <sup>1</sup>  Assistant Professor, Department of Management, Payam Noor University, Tehran, Iran. Email: bayatmehrdad60@pnu.ac.ir

## 1. Round 1

### 1.1. Reviewer 1

Reviewer:

While the paper outlines the constructs under investigation, it lacks a clearly presented conceptual or theoretical model. Adding a figure or diagram summarizing the hypothesized relationships would improve clarity and strengthen theoretical grounding.

The demographic breakdown (e.g., 65.7% male, 66.7% bachelor's degree) is reported but not discussed in relation to the relevance or representativeness of the sample. Please consider reflecting on how this may influence generalizability.

Variables like "Consumer Ethical Perception," "Brand Trust," and "Purchase Intention" appear inconsistent with the study's title and objectives, which focus on marketing, export, and IT capabilities. This discrepancy needs to be addressed.

The path diagram referenced as "Figure 1" is not included or embedded in the document. This is a critical component of SEM studies and must be clearly presented with labeled constructs and standardized coefficients.

The two main hypotheses (Main 1 and Main 2) referring to mediation are reported with t-values and significance levels only. Please provide the indirect path coefficients and confidence intervals using bootstrapping results for clarity.

Statements such as “These requirements drive improvements in IT capabilities...” and “IT capabilities also allow companies to customize customer experiences...” are not directly tied to your statistical findings. Please ensure empirical support is explicitly referenced.

Authors revised the manuscript and uploaded the new document.

## 1.2. Reviewer 2

Reviewer:

Numerous citations are clustered without synthesis (e.g., Kuznyetsova et al., 2023; Anderski et al., 2024; Griffith & Yalcinkaya, 2023). Please discuss how these works collectively or divergently contribute to your understanding of international marketing or cross-border e-commerce.

The use of simple random sampling is stated, but the rationale for choosing this method over stratified or purposive sampling—especially given the managerial population—is not provided.

While  $R^2$  values are presented, there is no mention of effect sizes (e.g.,  $f^2$ ) or discussion of their practical significance. Consider calculating and interpreting these indices.

Many sentences in the discussion repeat earlier citations from the introduction without providing novel interpretation. For instance, the statement “International marketing capabilities also contribute to creating a sustainable competitive advantage” merely restates literature. Provide deeper insight by comparing your findings with the cited works.

Although the study acknowledges the results’ alignment with prior research, it does not discuss where the findings diverge or what alternative explanations could be considered. This weakens the critical evaluation.

Authors revised the manuscript and uploaded the new document.

## 2. Revised

Editor’s decision after revisions: Accepted.

Editor in Chief’s decision: Accepted.