

Investigating the Relationships Between Sustainable Management Activities, Technology Commercialization Capabilities, Sustainable Competitive Advantage and Market Performance: The Moderating Role of Supply Chain Impact


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1. Round 1

1.1. Reviewer 1

Reviewer: This manuscript presents an intricate study on the interplay between various strategic components in the context of Iran's dairy industry. The authors employ Structural Equation Modeling to validate the relationships between constructs such as knowledge management, quality management, competitive intelligence, technology commercialization capabilities, and market performance. The research is pertinent and timely, given the increased focus on sustainability and technology in competitive strategies.

For a more comprehensive contribution to the field, the study would benefit from a broader comparative analysis with similar industries or contexts to validate the model's applicability beyond the Iranian dairy sector.

Additionally, while the statistical techniques are sound, the paper might explore additional models or methods that could provide a more nuanced understanding of the dynamics between these variables.

Finally, a deeper dive into the practical implications of the findings, with concrete examples or case studies, would significantly enhance the manuscript's practical value.

Authors revised the manuscript.

1.2. Reviewer 2

Reviewer: This paper provides an insightful exploration into how sustainable management activities and technology commercialization capabilities influence market performance, with a special focus on the dairy industry in Iran. The authors have made a commendable effort to use a robust sample and sophisticated statistical tools, offering clear insights into the predictive value of these strategic components. The inclusion of the supply chain's moderating role adds an interesting dimension to the study.

Still, it could benefit from a more extensive literature review, particularly including studies from diverse geographical locations and industries for a more comprehensive understanding of the model's generalizability.

Further, while the findings are significant, a more detailed discussion on the interaction between the variables and their implications in different market conditions would provide deeper insights.

Lastly, the paper should address any limitations more explicitly, including considerations around the cultural and economic specificity of the Iranian context and how these might influence the applicability of the findings in other settings.

Authors revised the manuscript.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.