


# Examining the Impact of Marketing Capability Innovation on International Investment Performance with the Mediating Role of Behavioral Marketing Communications and the Moderating Effect of Technological Turbulence

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## E d i t o r

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## R e v i e w e r s

**Reviewer 1:** Ali Sargolzaie   
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## 1. Round 1

### 1.1. Reviewer 1

Reviewer:

Enhance the conceptual framework by providing a more detailed explanation of the constructs involved and the theoretical underpinnings supporting the proposed relationships. Incorporate relevant theories from the fields of marketing, communication, and technology management to bolster the framework's foundation.

Expand the literature review to include a more critical examination of existing studies, focusing on the gaps your research aims to fill. Discuss how your study builds on and diverges from the existing literature, thereby clarifying its unique theoretical contribution.

Authors revised the manuscripts.

## 1.2. Reviewer 2

Reviewer:

Offer a more comprehensive description of the methodology, including the rationale for the chosen approach, details on sample selection, data collection instruments, and a thorough explanation of the analytical techniques used to test the proposed model and hypotheses.

Enhance the data analysis section by presenting detailed findings that directly support the validation of the conceptual model. Use tables, figures, and charts to illustrate the relationships among variables. Provide a comprehensive interpretation of how these findings contribute to the theoretical and empirical literature.

While the study aims to offer insights into marketing strategies and investment performance, the practical implications and strategic recommendations for businesses operating in international markets are not clearly articulated.

Clearly delineate the practical implications of your findings for international marketers and investors. Offer specific, actionable recommendations for leveraging marketing capability innovation and navigating technological turbulence to enhance investment performance.

Provide a detailed discussion of the study's limitations, including methodological constraints and the generalizability of the findings. Propose specific areas for future research to further explore and validate the study's findings across different industries and market conditions.

Authors revised the manuscripts.

## 2. Revised

Editor's decision: Accepted.

Editor in Chief's decision: Accepted.