

The Impact of Entrepreneurship-Based Branding on Startup Performance


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R e v i e w e r s

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1. Round 1

1.1. Reviewer 1

Reviewer:

Ensure consistent use of key terms throughout the manuscript, particularly those related to the ten dimensions of knowledge commercialization. Providing clear definitions early in the text can enhance reader comprehension.

The methodology section would benefit from more detailed explanations of the qualitative and quantitative phases, specifically regarding the criteria for selecting the 12 experts in the qualitative phase and the rationale behind the sampling method in the quantitative phase.

Expand the discussion section to better highlight the practical implications of the findings. Specifically, suggestions on how science and technology parks can leverage the identified dimensions to enhance knowledge commercialization would be valuable.

The limitations section is well-addressed, but adding suggestions for future research based on the limitations could provide a clearer path forward. For instance, examining the applicability of the model in different cultural or economic contexts could be recommended.

Check the latest literature to ensure that all references are up to date and consider including recent studies that might have been published after the manuscript's preparation. This can enhance the manuscript's relevance and comprehensiveness.

It is commendable that ethical considerations were observed. For transparency, briefly describe the specific measures taken to ensure privacy, confidentiality, and informed consent.

Authors revised the manuscript and uploaded the new document.

1.2. Reviewer 2

Reviewer:

The literature review is comprehensive but could be enhanced by including a comparative analysis with similar studies in other regions or countries. This could provide a richer context for understanding the unique aspects of the Iranian ecosystem.

While the research questions are stated, elaborating on how these questions were addressed through the research methodology would clarify the study's scope and its contributions to existing knowledge.

Given the study's emphasis on science and technology parks, a deeper dive into specific examples of successful commercialization projects within these parks could illustrate the theoretical model's practical applications.

While the presented model is robust, discussing alternative models of knowledge commercialization briefly and how they compare with the findings of this study could offer a broader perspective to readers.

Minor technical corrections, including typographical errors and sentence structure adjustments, would improve the manuscript's overall quality. A thorough proofreading session is recommended.

Authors revised the manuscript and uploaded the new document.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.