

# Identification, Weighting, and Prioritization of Components and Indicators Determining the Circular Economy with a Marketing Approach

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### Editor

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## 1. Round 1

### 1.1. Reviewer 1

Reviewer:

In the introduction, the statement “Despite the growing recognition of the importance of the circular economy, its adoption has been slow...” lacks detailed examples of emerging economies apart from Iran. Including specific data or case studies could enhance its relevance.

The statement “The research design ensures that the sample size is based on theoretical sufficiency...” (p. 9) needs clarification. Specify how many additional iterations were needed to reach saturation.

In Table 5, the ranking of “Cultural Patterns and Improvement of Social Welfare” as the highest sub-criterion needs further justification in the text. Explain why it outweighs other sub-criteria.

The finding that “Environmental ethics of products ranks first among sub-criteria...” (p. 15) conflicts with its broader ranking under environmental changes. Clarify this apparent discrepancy.

Figures in the findings section lack detailed captions. For example, Figure 1 could include a brief description of how the weights were derived.

The limitations section acknowledges potential biases in expert opinions but does not propose strategies to mitigate them. Suggest adding cross-validation with additional methodologies.

Authors revised the manuscript and uploaded the new document.

### 1.2. Reviewer 2

Reviewer:

The sentence “Circular economy principles also require shifts in consumer behavior and cultural attitudes...” (p. 6) could benefit from more citations supporting the role of consumer behavior in CE adoption.

The demographic section mentions respondents’ educational levels and work experience but does not explain their relevance to the study outcomes. Discuss how these characteristics might influence expert judgment in prioritization.

In Table 1, consider adding a footnote explaining the threshold value of 3 used for indicator elimination and its justification.

The use of MAXQDA and Lingo is mentioned but not elaborated upon (p. 11). Include specific functionalities utilized in the study.

The consistency ratios in tables (e.g., Table 3, 0.022) are reported without interpretation. Explain their implications for the reliability of the findings.

The discussion ties CE to CSR but does not delve into specific CSR metrics influenced by CE. Adding examples would strengthen the argument.

Authors revised the manuscript and uploaded the new document.

## 2. Revised

Editor’s decision after revisions: Accepted.

Editor in Chief’s decision: Accepted.