

Editor's Comment:

The introduction does not adequately discuss how and why the paper aligns with core themes of the journal. The author should establish an area to research by highlighting the importance of the topic, making general statements about the topic, and identifying a research niche by opposing an existing assumption, revealing a gap in existing research, and formulating a research question or problem.

The methodology section is well-underdeveloped. It would be helpful if the author could provide more details on the parameters used, including an explanation of how they were chosen and why they were considered relevant. Additionally, there should be a discussion of the limitations and potential drawbacks of the method used, in order to better understand the reliability of the results obtained. Furthermore, it is unclear how the author has contributed to adapting the model for this specific study, which is an important aspect of the research process. It would be beneficial if this information was provided in order to assess the validity of the conclusions drawn from the study.

The discussion component of the study is underdeveloped. A thorough discussion of the findings is essential for demonstrating the novelty of the research, comparing the findings with those of other scholars, and highlighting the similarities and differences.

The Conclusion does not adequately discuss the theoretical and managerial implications of the study to the literature. The author should summarize their thoughts and convey the larger significance of their research. In addition, the author should identify and discuss how a gap in the literature has been addressed and demonstrate the importance of their ideas. The author is expected to introduce possible new or expanded ways of thinking about the research problem. Also, there should be stated the ideas for future research in the conclusion.

Editor's Details:

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