



SAGE Open Manuscript ID - SO-19-2291 Inbox ×

SAGE Open <onbehalfof@manuscriptcentral.com>

to me, slametrosyadi72

25-Aug-2019

Dear Dr. Rosyadi:

Your manuscript entitled "The multi-stakeholder's role in an integrated mentoring model for the SMEs in the creative economy sector" has been successfully submitted o publication in SAGE Open.

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22-Jun-2020

Dear Dr. Rosyadi:

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Article Editor's Comments to Author:

The adoption of research design (case study method, concept/population of study and Penta Helix Model) should be justified with supportive theories. Further, application, output and contribution of Penta Helix Model should be explain more clearly in sequence

Reviewer(s)' Comments to Author:

Reviewer: 1

Comments to the Author

This paper needs to provide gap analysis that specifically addresses specific issues regarding SME mentorship. Author(s) also need to justify the reason why they used case study and more importantly what theory they used in analysing the data. Integrated model that is being used should have a strong foundation in terms of theories. It seems that the paper has jumped into conclusion regarding the importance of Penta Helix Model without further explanations about "why" and "how". This paper uses generalisation in discussion and conclusion whic are not appropriate for this kind of research

Reviewer: 2

Comments to the Author

Manuscript is good, However, proof reading is required.

Reviewer: 3

Comments to the Author

The author makes a fine case in support of the need for a multi-stakeholder "integrated mentoring model" to support creative economy SMEs. However, the informant pool of 25 seems limited; what percentage of creative economy SMEs does this represent? Also, it might be more equitable to have a more equal weighting of informants per sector, and to better understand who these informants are, e.g., only 1 TV informant vs 6 Culinary and 5 Fashion; and is this a terrestrial, digital, or regional station; what are these other enterprises, i.e., does "culinary" mean restaurants, culinary schools; are the fashion informants boutiques, fashion influencers? Better understanding this pool will tell a more robust story of who these SMEs in the creative economy are and why their input is valuable.

An inclusion of the survey questions that was given to the representatives from these informants would also add depth and enhance our understanding of their responses. Admittedly, the responses themselves demonstrated a lack of understanding of the 5 segments that this integrated mentoring model states is sorely needed by these SMEs; so this does support the need for this mentoring model.

Also, further explain the application of the Penta Helix. The linear graph should illustrate the collaborative, iterative process that this model suggests. Also, how exactly is this model to be funded, managed, governed? How and who will identify/attract the academics, business mentors, local government designees, etc. And who will lead the creative community so it is an action-oriented community?

Addressing these questions would add depth to this paper. I'm convinced of the need, but would like to know the bigger story and how it will be realized.





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Thank you for your fine contribution. On behalf of the Editors of SAGE Open, we look forward to your co

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