

Review of: "The Myth of the Liberal Arts vs. National Universities Divide: A Marketing Strategy"

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Potential competing interests: No potential competing interests to declare.

1. Originality

Evaluation: The paper contributes meaningfully to understanding Intellectual Capital (IC) across distinct sectors in Taiwan, especially regarding the sectors' varying IC compositions and their linkages with theoretical frameworks (RBV, KBV, and HCT). By analyzing Taiwan's unique industrial landscape, it provides valuable insights for the field of IC management.

Suggestions:

- Incorporate cross-comparative data or insights on IC roles in economies with similar industrial dynamics to Taiwan. This could provide a broader basis for understanding IC's sectoral roles globally.
- Highlight any previously unexplored intersections between IC and specific sectoral outcomes (e.g., how IC specifically impacts customer loyalty in service sectors in ways previously undocumented).

2. Relationship to Literature

Evaluation: The paper demonstrates a sound understanding of existing IC literature, adequately citing key theories like RBV, KBV, and HCT, and applying them to Taiwan's industrial context.

Suggestions:

- While it covers foundational IC literature, consider adding more recent studies, particularly those focusing on IC measurement challenges and sector-specific IC management. This could provide a stronger context for the paper's limitations section, especially regarding IC's intangible assets.

3. Methodology

Evaluation: The paper's methodology, grounded in sector-specific analysis, aligns with its research goals. The theoretical foundation appears appropriate, and the data approach is reasonably robust.

Suggestions:

- Enhance transparency by detailing data sources, sector-specific metrics for IC components, and the statistical methods used. This would clarify the paper's analytical rigor and facilitate reproducibility.

- Consider adding a mixed-methods approach. For example, qualitative interviews with industry experts could provide richer insights into the nuances of HC, SC, and RC within each sector, validating and supplementing the quantitative findings.

4. Quality of Communication

Evaluation: The paper is generally well-written, with a professional tone and structure suited to an academic audience. The clarity of expression supports reader engagement, though a few areas could benefit from refinement.

Suggestions:

- Avoid overuse of technical jargon and clearly define acronyms upon first use (e.g., RBV, KBV, HCT). This ensures accessibility for readers who may be new to IC theory.
- Consider breaking down dense sections, especially those combining multiple theories, to ensure that each theoretical approach's relevance to IC is easily digestible.

Overall, the paper presents a compelling analysis of IC's impact on Taiwan's sectoral performance, and with these revisions, it can further strengthen its originality, theoretical grounding, methodological rigor, and accessibility for the journal's readership.