**List of Changes**

Manuscript:

A Mathematical Model of Successful-Product Development by Considering The Indonesian Culture

**Review 2**

*Response and Revision made by Author(s)*

**Reviewer #1:**

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| --- | --- | --- |
| No | Comments | Revision/Changes |
| 1 | **Comments for Introduction section:**  The product development needs to be managed well to minimize the failure on its failure. What does "o minimize the failure on its failure" mean? Please explain the meaning of: 1. optimizing various factors, I could no find optimization in this paper 2. cultural innovation | * Has been added to explain “o minimize the failure on its failure" mean? In background page 1. * Has been delete to reduce ambigutyof sentences :” optimizing various factors, I could no find optimization in this paper 2. cultural innovation” |
| 2 | **Comments for Methodology:**  Please explain in brief about Hofstede dimension. | Has been added about Hofstede in page 3. |
| 3 | **Comments for Results and Discussion:**  1. Please explain how the authors conclude from Table 5 2. Please include managerial implication from the conclusion | Has been revised on result and discussion page 6. The result of culture’s contribution scenario in predicting success on various products showed in Table 5. Culture (X7) is included to one-dimensional (OD) category which means that the application of culture on development of successful product will be equivalent with the increasing of market share. |
| 4 | **Comments for other section (if any):**  Comments for other section (if any):  Abstract: The result of the Indonesian cultural cluster dimension showed that Indonesian culture could be divided into four clusters. Please write the four clusters! | * Has been revised * Abstract page 1 |
| 6 | **Additional Comment:**  Table 6 should be Table 5 ... (continued) Bagian in Table 6 should be translated into English | * Has been revised * Page 9 |