

# Peer Review

F1000 Research

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Title: Environmental perceptions of global business travel by Swiss companies in the Zurich airport region

## General Feedback

- Tables presented in the paper are well constructed and clear.

## Introduction

- Justification for the study is heavily based on researchers own interests. To make stronger argument for the justification for the need for this study, it could be good to refer to previous literature on the given topic.
- The research questions of the study are unclear and should be clarified. Are the following the study research questions:
  - *Why do we travel so much for business?*
  - *Is it because we must for business-reasons?*
  - *Is it mostly because of an established culture of travel?*
  - *What if we do not?*

## Background literature

- Pg. 3 "*In some areas it has received attention – there are a range of studies on resource use, production-based pollution, and the range of responses firms can take from internal policies to engagement with regulatory bodies*" needs some references to support the argument.
- Pg. 3 "*These were often prompted by large-scale and widely reported disasters, along with responses to governance issues en-vogue at various historical moments*" this needs some clarification, i.e., example case for instance.
- Pg. 3 "*But awareness remains sparse and further studies are needed to highlight options that might work in particular settings (Kolk, 2016).*" Unsure what this sentence is exactly referring to, could you clarify what you mean by this sentence.
- Pd.3 "*It may now be realized.*" This sentence could use some clarification. What might be realized, the technology use or something else?
- Pg.4 "*The study reported below, conducted prior to COVID-19, demonstrates that not all business travel is essential, and will add to the evidence-base that argues a more targeted and specific approach to business travel would benefit employees, the environment, and businesses in the future (Poom, Orru, & Ahas, 2017)*" What study are you referring to at the beginning of the sentence, Poom, Orru & Ahas, 2017 or the next section of the text with the subheading Switzerland? Could you clarify this in your text.
- Pg.4 "*Switzerland is a country where the people are widely known to be environmentally friendly, outdoor sport-oriented and nature lovers.*" Is this based on your personal experiences, or is this statement based on a study? If you could clarify whether this is your own opinion, general opinion or based

on a potential study. Same implies in this sentence from the end of same paragraph" *In Swiss culture, free time and traveling are signs of status – with first class travel and particularly air travel acting as additional signifiers.*"

- Pg.4 "Two studies provide insight into how the Swiss view air travel and business travel." Could you maybe rephrase this sentence and elaborate more how previous studies have looked at Swiss air travel and business travel to make the paragraph more coherent.

#### Objective

- Pd.4" *The main aim of the study was to help the author understand two simple questions: why do we travel so much for business. Is it because we have to, or because we need to?*" Are these the research questions of the study as well? If so, could you perhaps rephrase them to be more coherent, and precise, and not so general.

#### Methods

- Table 1: Does *question text* refer to questions asked in the questionnaire, so the questionnaire had total of 13 questions or are these 13 themes that were identified based on the analysis? In the *question column* are these the question numbers? Could this information be added in the text to clarify what each column refers to? How many questions the questionnaire had, what the questions *text column* and the *questions column* are representing and what information each column is showing.
- Should figure 4 be placed above in the business travel and business growth section as now it seems that the figure comes too late and would be better if located within the text.
- Qualitative data, in-depth interviews are not clearly market in the methods section.
- When presenting findings, you sometimes present by presenting with direct questionnaire question (pg.13 "*The survey asked the following question directly: Q19) If corporations pursued pro-environment corporate social responsibility policies, would business travel increase or decrease?*" and sometimes as items on the questionnaire (pg.14" *There were three items on the questionnaire regarding environmental awareness: 1) "I understand the greenhouse effect, its causes, and its consequences"; 2) "I understand the greenhouse gas emissions caused by an aircraft"; and 3) "I understand the consequences of the global warming"*. Could you perhaps consider using one or other method to add coherence to the text?

#### Discussion

- Link to theoretical framework? What is the theoretical contribution of this study? Are there other contributions to scientific literature?
- Suggestions for future leaders as indicated in the abstract is not clearly stated in the discussion section. Could you have a separate paragraph for this.

#### References