Reviewer's report

Title: The Impact of Economic and Noneconomic Hospital-Physician Exchange on Customer-Oriented Behavior of Physicians and the Moderating Effects of Professional and Organizational Identification: A Cross-sectional Study.

Version: 2
Date: 26 December 2014

Reviewer: Domenico Salvatore

Reviewer's report:

Dear Authors, dear Editor,

thank you for having sent to me the revised version of the manuscript. Authors have considered most of my suggestions and worked a lot on the manuscript. However, in my opinion, two of the major issues I raised have been only partially addressed.

1. On what concern the theoretical argument, the issue about the type of the relationships among organizational and professional identification and COBSBs. Why these relationships should not be direct but the moderation relationships described in the manuscript? It does not seem to me that these more complex forms of relationships have been theoretically justified in the paper.

2. On what concerns the discriminant validity, it would be better to see the results of the confirmatory factor analysis for the whole measurement model and not only for COBSBs.

I would also suggest to rephrase all the sentences such as “professional identification DID NOT moderate the studied relationships”. Statistical non-significance of a relationship, also considering the sample size of only 130, should not be considered equal to absence of a relationship.

Another suggestion could be to try to use path analysis (or, even better, structural equation modeling) instead of regression.

Best regards,
Domenico

Level of interest: An article of importance in its field

Quality of written English: Acceptable

Statistical review: Yes, and I have assessed the statistics in my report.

Declaration of competing interests:
'I declare that I have no competing interests'