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: 16 December 2014

Reviewer: Christophe Lemiere

Reviewer’s report:

I am grateful for the authors' efforts to address my comments.

The authors provided some useful details about the three components of their dependent variable. But I must say it confirms some of my concerns.

First, the "external representation" (ER) component is very much related to the POS and OI variables. If you feel supported by (or identified to) your institution, it is likely you will share this view externally. And the table 2 confirms some severe endogeneity here between these 3 variables.

Secondly, the third component ("service delivery") is a rather weak measure of customer-oriented behavior for doctors. While it may make sense for classic services (i.e. retail, restaurants...), it may not be the case for doctors, whose customer-oriented behavior may be more influenced by considerations on quality of care or technical complexity of clinical cases (in other words, you may be a nice and responsive doctor, but still incompetent and shunned by your professional colleagues; and this is exactly the situation that many doctors want to avoid).

Overall, I am still unconvinced about the benefits of such an analytical approach, that is to say an approach "importing" quantitative variables and questionnaires from services studies. However, provided the issue on endogeneity is clarified, I am not against publishing this paper, given that the research questions are very relevant.

Level of interest: An article whose findings are important to those with closely related research interests

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'