

# Review of: "A Study of Benchmarking and Corporate Strategic Behavior Adjustment from the Perspective of Individual Advantage Manifestation"

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Review of the paper "A Study of Benchmarking and Corporate Strategic Behavior Adjustment from the Perspective of Individual Advantage Manifestation"

The article has been prepared reasonably well, following the accepted methodology. Nevertheless, there are some opportunities to improve its quality. The following suggestions relate to specific parts of the paper:

Introduction. The identification of a research gap is incomplete. A reference to previous work examining a similar issue should be added here. The author has not indicated which research streams on Strategic Behaviour Adjustment existed previously and the research gap specifically. The Introduction also lacks an indication of how the aim of the work (which was defined) will be achieved: what research/ what research method. A very important element of this section should also be the identification of the contribution of this paper. So what is its originality (how does it differ from previous works), and what value does it add? - this is missing.

Literature review. The author has divided the theoretical part into 2 separate paragraphs. The first one deals with benchmarking and the second one with strategic adjustment. This is not wrong, but in my opinion, the link (connection) between these parts is missing. The lack of such link results in the reader having two separate parts, not connected to each other and

to the purpose of the work. A certain shortcoming of the work is the fact that the author, drawing certain statements and not justify them. E.g. „The above researches provided a technical support and practical contribution....” – in what way? Where is this proposal coming from? How will it be used? “They have overemphasized the strategic behavior for obtaining the competitive advantages to achieve a final goal of development of firm...” – Similarly: where is this conclusion coming from? Either justify statement or refer to other authors who have made similar conclusions should be added.

Section "Individual Advantage Manifestation Theory" is based on only 2 publications (2006, 2012). Despite the high quality of these publications, in my opinion this is far too little and gives the impression of lack of references (the same applies to sections 4, 5). Moreover, it is not clear what the purpose of this section is. It is right to present the theory's assumptions but it should be integrated into the continuity of the argumentation. I would suggest combining this section with the next one.

Research method. It is not indicated how the proposed method was developed. It is 'derived' from the benchmarking process. But there is no reference to this process, its phases.

Application. This section is presented in a logical and coherent manner. Still some missing details appear E.g. "The learning curves and learning effects of company 5 towards 4 benchmarks have been obtained in the indices". - why exactly 4 benchmarks? 'Satisfying criteria' - how were they chosen? Why 40%?

Conclusion. The section has been prepared correctly, nevertheless I would suggest expanding it. The author has pointed out the achievements of the paper, but its description is limited. I would suggest adding a discussion of the results in the context of previous research, thus indicating how the work extends previous theoretical knowledge. Additionally, the benefits of the practical application of the method could be indicated, which would

encourage managers to read this article.

I thank the author for the effort and hope the above comments will help develop the study.