

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

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Potential competing interests: No potential competing interests to declare.

First of all, I would like to thank the author for the effort and I hope the below comments will help develop the study. I have put the comments for each section so it is clear. Good luck.

Abstract

The structure of the abstract needs further editing and the choice of language should be more interesting to hook the reader.

Introduction

I would suggest several points to enhance the quality of the introduction:

Focus on the research gap.

Emphasis on the contribution of this research to the current literature.

Close the introduction with the academic statement. For example, the rest of this paper will be structured as follows

Literature Review

I would suggest rewriting the literature review in a concise way rather than putting it all in. Also, it might help to cluster similar studies together in a few sentences with embedded citations.

Method

Providing justifications for the use of application research supported with references and evidence from related settings

would hugely develop the quality of the research paper.

Conclusion

The conclusion section aims to recap the major section of the research and should give a summary of the findings. Also, in case of the absence of a discussion section, it might be a good idea to include the limitation of using the proposed model.

References

The number of references appears to be sufficient and there are some recent studies to provide up-to-date knowledge on the subject. Also, very good use of DOI in most references, it would be better if the author managed to fill in the DOI for all references if possible.

General comments

The figures and tables need to be adjusted to fit in the text and/or appeal to the journal standards. It would enhance the quality of the research paper if the author focus on the language in terms of correctness and coherency.

Regarding the (discussion) section, I've come across studies that mentioned a separate section for discussion to explain the figures, numbers and results. Also, to link them with the current literature. On the other hand, some studies used the conclusion section to draw on the limitation of using the proposed technique.

Explain the suitability of the analysis techniques to reach the results and provide evidence of similar studies.

Thanks,