

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.

The article deals with an important topic and is exhaustive. Nevertheless, there are certain areas for improvement. These include:

Abstract: The abstract does not help form a mental map of the topic. The author can describe in a statement what is corporate strategic behavior adjustment, how it adds value to a firm and how will this paper help understand corporate strategic behavior adjustment.

Introduction: The introduction should specifically mention how IAM is linked to organizational value creation. With the absence of an explicit link, the reader is unlikely to be hooked. Also, the purpose/need of the paper needs to be presented properly.

Literature review: Quite a few papers have been masked. This is irritating to read. Secondly, the link between benchmarking and IAM needs to be made more explicit.

Methodology: The study does not defend the suitability of its methodology. This is a lacunae.

Limitations: The limitations of the study need to be brought out in a better manner.