

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

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The research is of great importance in light of providing a novel methodology for corporate benchmarking as a vital concept in the strategic management and other organizational schools. Although it has several advantages such as novelty in the methodology and using data from the industry, it has some shortcomings in my view that can be amended in the revised version, I have mention the main concerns as the following.

I start with the title that is somewhat confusing and is not completely informative and the content of the paper. I suggest the author to use a more concise and informative title concurrent with a case study.

The abstract has also the same issue. i.e., it is not as well informative as expected. Although it has useful sentences to be used in an abstract, it cannot introduce the research content well. It can be improved by simplify the arguments and removing complex ones but proving them in the main text, because some arguments in this section may need more clarifications in the text and better not be mentioned in the abstract section.

The introduction is started well but it suffer having new sources to be referred to highlight the importance and novelty of the topic. The importance of benchmarking is obvious but the author should better to relate this concept with other important concepts in the academia and business such as competitive advantage (Eyvazpour et al., 2020; Mahboobi Renani et al., 2021; Mohammad Shafiee, 2022; Seify et al., 2022; Seify et al., 2023), knowledge management (Shafiee, 2021 Shafiee & Tabaeian, 2021), corporate responsibility (Omidi & Shafiee, 2018; Omidi et al., 2016; Mohammad Shafiee & Ahmadzadeh, 2017; Mohammad Shafiee & Tabaeian, 2022), and also some impacts on customers' behavioral intentions such as purchase behavior (Mohammad Shafiee & Ahghar Bazargan, 2019; Mohammad shafiee & Rahmatbadi, 2015), loyalty (Shafiee & Bazargan, 2018; Shafiee et al. 2016) and trust (Mohammad Shafiee & Ahghar Bazargan, 2016). You can also strengthen the motivation of the study in the introduction by linking between your main variable and other important concepts and variables such as brand image (Eyvazpour et al., 2021; Ghorbanian et al., 2015), and performance (Shafiee & Rejali, 2022).The final section of the introduction should highlight the research novelty and the research aim and question.

You can start the literature review by a base theory such as theory of competition and use related sources. However I suggest to use other related theories such as RBV and CBV to improve theoretical foundation of the research. I suggest to use more recent sources in the literature review as well since the current sources are somewhat outdated. Although some

present sources are of great value but using only outdated sources may lessen the value of the study.

In the literature you can also provide the readers with some important concept related to strategic management and even future study and its importance in the organization study (Nourbehesht & Mohammad Shafiee, 2020). Other sections of literature review are well written and organized. However it would be better to categorize the concepts and the past literature in a table in the final section of literature review so that the reader can have a quick review of the concepts and literature review.

The method section suffers having enough explanations concurrent with valid sources for readers to be able to repeat the study in other context. Each step should be more elaborated and explained. The author use diagrams, tables and figures well and the organization of the results are apt. However the paper can be improved in this section by using a more recent case study in the real world or at least in an experimental context so that the results can be validated.

Although the author tried to provide data from 2016, it should be updated. I mean providing merely some formulas and mathematical equation in a paper without providing a recent case study many suffer the validity of the results and suggestions. I suggest to benchmark your work with some papers that use real data concurrent with using formulas (many papers are available online in different topics, for example I introduces some papers in the stock market with real data concurrent with formulas, such as Rahimi et al., 2018; Rahimi et al., 2019; Rahimi et al., 2020a; Rahimi et al., 2020b).

Moreover, the results and the facts in the tables should be explained more after of before each table. I suggest also to improve the conclusion section by discussing more on the results, the study importance and the implications for managers and practitioners. You can also foster this section by introducing more avenues for future works.

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