

# 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.

Introduction can be made briefer, and perhaps made more reader friendly by avoiding use of lengthier, complex words. In Literature review, the researcher may concentrate on prior literature on the actual area of research, rather than extensive overview of all work related to benchmarking as a practice across all industries. Further, the literature review seems to be rather scattered - not building towards the objectives of the paper.

The sections of literature review and Individual Advantage Manifestation Theory seem disconnected - how does the literature review lead to the need for an individual's identification of own advantages? Perhaps Sections 3 and 4 can be combined into a single section so as to relate benchmarking to the IAM Theory.

In the methodology section, the researchers can perhaps support their use of the ideal point utility model with some more relevant literature.

A separate section for the application of the results in real world may be suggested for the future researchers, and a summary of results may be proposed to help other researchers.