





Assessing the Role of Market Share Development on Competitive Advantage in Dairy Companies

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R e v i e w e r s

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1. Round 1

1.1. Reviewer 1

Reviewer:

Assuming a literature review section follows, it should critically examine existing research on market share development, competitive advantage, and their interrelation within the dairy or broader food industry. Synthesize findings from previous studies on strategies for market share growth and their impact on competitive advantage, particularly in emerging markets or within the context of the food industry. Highlight any gaps or inconsistencies in the literature that this study aims to address.

Authors revised the manuscript.

1.2. Reviewer 2

Reviewer:

The conclusion should succinctly summarize the study's key findings and their implications for the dairy industry and broader food sector. Emphasize the practical benefits of understanding the relationship between market share development and competitive advantage for industry practitioners and policymakers.

Suggest future research avenues that could explore the long-term effects of different market share development strategies on competitive advantage or comparative studies across different sectors within the food industry.

Authors revised the manuscript.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.