

# Review of: "Managing the User Crowds: An Effectual Approach of Business Model Innovation and Platform Envelopment for Co-Creation on a New Multi-Sided Platform Firm"

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Potential competing interests: No potential competing interests to declare.

1. The Research paper is nicely written but had errors of grammar and sentence construction.
2. The abstract need revision with proper introduction of the topic, aim/objectives of the study, methodology, result and conclusion/outcome.
3. The authors needs to add more recent literature in the study.
4. Conceptual Model is a part of literature review not discussion.
5. Research methodology and data analysis part is missing which is an essential part of the study.