

Review of: "The Importance of Business Model Innovation for Ensuring Business Continuity: A Case Study of PT. Metrodata Electronics Tbk."

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Potential competing interests: No potential competing interests to declare.

The research topic sounds very interesting.

I acknowledge the paper's attempt to address the research's problems. However, the content in the article seems to focus more on professional applicability than academic. Some ideas to share for the author of the current paper as below.

- Abstract should clearly show the goal and the solution of the goal.
- There should be more references related to Business Model Innovation. What mentioned in the section of "analysis of uncertainties" and of "Analysis of the impact of uncertainties" is not enough convinced to think of building the Business Model Innovation.
- The content presented in the section of "execution plan for changes project" seems to be talking about solutions/recommendations to improve business performance rather than showing an approach to building a research model to serve developing Business Model Innovation.

In general, the paper is not clear about what research methods and research aims serve. If the goal is to build Business Model Innovation, the content of the article is not satisfactory.