

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

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Overall, the article addresses a relevant issue, although it fundamentally lacks greater methodological rigor in the structuring of the text itself, in addition to failing to contrast a relevant rationale: in theory, what would be the criteria that would disadvantage Business Continuity in the face of Business Model Innovation and why aren't these negative points observed in the cases studied? For example, the word "risk" appears only once in a text like this, which, given its analytical purpose, ends up being an important rational gap: the risk of deciding to innovate in Business Model can also carry chances of compromising business continuity. Moreover, it would be worth pondering the very idea of "Business Continuity" in the light of Business Model Innovation - a disruption capable of reshaping the business is, ultimately, a "continuity" of the previous business or, on the contrary, is it precisely the last nail in the coffin of a business that needs to be discontinued in order to create a new venture based on a new value proposition?