

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.

Abstract is expected: Scientific Problem, Objective, Method, Result, Conclusion

Please Adequate.

"However, there is still limited empirical study that explains the determinant factors for the performance of platform envelopment as well as its development."

there are few studies ok, but what is the scientific problem ? The fact that are few do not justify but it self. Could be few studies because the subject is not relevant. who author (year) stated that is needed more "empirical study that explains the determinant factors for the performance of platform envelopment as well as its development."???

Please bring scientific support .

"Since envelopment attacks have several typologies, our research attempts to fill this gap by raising several research questions. How different platform envelopment attacks can be successful? How the platform envelopment attacks typology is developed? In order to answer the research question, we use the theory related to business model innovation (BMI) since the bundling strategy in conducting the envelopment attacks emerges as the result of BMI."

Which gap? Please bring scientific support .

Where does the questions come from?

The method is a Literature Review? If yes, what type? Systematic Literature Review? Integrative Literature Review? Scope Review? How can it be repeated? Please provide the steps to ensure repeatability and reliability

The discussions are narrow...

A the conceptual Model was developed... there are arrows and a flow but why of this flow? it was not empirical tested.

"Closed Proactive BMI Typology will lead to Complementary Envelopment Attacks Typology"

should apply for instance Exploratory Factor Analysis to check if *Closed Proactive BMI Typology* → ill lead to

Complementary Envelopment Attacks Typology

The conclusion is narrow . What is the novelty? What are the advances to the area?

Please adequate, stating clear:

- Scientific Problem
- Aim
- Method
- Results
- Discussion
- Conclusion

Please check the work of:

March, S. T., & Smith, G. F. (1995). Design and natural science research on information technology. *Decision Support Systems*, 15(4), 251–266. doi:10.1016/0167-9236(94)00041-2

Which explains how to create a model.

Also is recommended to check the work

Bonamigo, A., Ferenhof, H. A., Tezza, R., & Forcellini, F. A. (2020). Management Model for Dairy Production Based on a Business Ecosystem Concept. *Journal of Business Ecosystems*, 1(1), 38-62. doi:10.4018/JBE.2020010103

That shows how to empirical test a model