

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

Małgorzata Sztorc¹

¹ Technical University of Kielce

Potential competing interests: No potential competing interests to declare.

The authors of the article take up the important subject of business models, which, on the one hand, present examples of companies implementing a ground-breaking business formula that attracts the attention of both practitioners and theoreticians of strategic management of enterprises and consumers. On the other hand, business models provide an answer to the question of how an organization can be successful in the current environment. The emergence of the Internet, the rapid growth of emerging markets, as well as the growing dependence of organizations on new technologies were not without significance for the growing interest in business models. After getting acquainted with the content of the study, I suggest the authors, improve the study, and supplement the content in the subsections. Below are detailed comments on the article:

1. Supplement the abstract with the purpose of the study.
2. Supplement the introduction with an explanation of the term innovative business model as understood by the authors of the article.
3. The article should be supplemented with a literature review on business models, components of an innovative business model, and digital transformation. Thus, the authors should outline the theoretical background, recalling the most important similar works on the analyzed subject.
4. The chapter on the case study should describe the procedure for collecting research materials, the deadline for collecting materials, etc.
5. I suggest supplementing the article with information about the authors' further research plans related to the subject of innovative business models. What is new in the conducted research?