

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.

A detailed account is provided about the background of the study but there are grammatical mistakes.

Relevant literature on BMI as well as discuss all propositions well. But It is better to use the latest references.

What is the methodology of the study? and Analysis too.

More explanations on the conclusion are desirable to facilitate the understanding of readers. Suggest inserting the significant of the study.

Recommendation: Accepted with Major Corrections