

# Review of: "The Innovations Driving Tesla's Success: Disruptions, Competition, Business Model, Customer Transformation, and Entrepreneurial Strategies"

Samah Chemli Horchani<sup>1</sup>

<sup>1</sup> University of Tunis El Manar

Potential competing interests: No potential competing interests to declare.

## Open Review Qeios: The Innovations Driving Tesla's Success: Disruptions, Competition, Business Model, Customer Transformation, and Entrepreneurial Strategies

### 1. Originality:

The article discusses the case of a company specialized in the production of vehicles that is currently experiencing problems and an unexpected decline in its sales. The author presents solutions used by Tesla inherent to agile and innovative management.

### 2. Relationship to Literature:

At the level of the general introduction, the emphasis is mainly on innovation. It would be essential to introduce the other concepts of the study, namely success and drivers of innovation, as indicated by the title, specifically disruptions, customer transformation, business model, and entrepreneurial strategies.

The competition is part of the disturbance.

Resorting to new publications would be essential. Two articles dating from 2024 have been introduced in the new version. The case has been the subject of several recent studies. The use of these recent articles would be a major contribution to the present paper.

Examples:

Mokbel Al Koliby, I. S., Abdullah, H. H., & Mohd Suki, N. (2024). Linking entrepreneurial competencies, innovation, and sustainable performance of manufacturing SMEs. *Asia-Pacific Journal of Business Administration*, 16(1), 21-40.

Saepudin, D., Agusiady, R., & Aripin, Z. (2024). Micro and Small Enterprise Development: Modeling the Triangle of Business Consulting, Knowledge Absorption Capacity, and Innovation in Indonesia. *Journal of Economics, Accounting, Business, Management, Engineering and Society*, 1(2), 1-15.

Palmié, M., Miehé, L., Mair, J., & Wincent, J. (2024). Valuation entrepreneurship through product-design and blame-avoidance strategies: How Tesla managed to change the public perception of sustainable innovations. *Journal of Product*

Innovation Management.

Peng, L. (2024). Incremental Innovation: Range Development and Innovation in Tesla's New Energy Batteries. *Industrial Engineering and Innovation Management*, 7(1), 61-68.

Ochuba, N.A., Usman, F.O., Amoo, O.O., Okafor, E.S., & Akinrinola, O. (2024). Innovations in business models through strategic analytics and management: Conceptual exploration for sustainable growth. *International Journal of Management & Entrepreneurship Research*, 6(3), 554-566.

Wang, J. (2024). Utilizing AI-Based Models to Detect Greenwashing Behavior in Corporations: A Case Study of Tesla. In *Harnessing Technology for Knowledge Transfer in Accountancy, Auditing, and Finance* (pp. 43-74). IGI Global.

The author uses different terminologies to describe innovation at Tesla such as 'disruptive, transformational, or radical'. It is preferable to resort to literature to explain terminological similarities and divergences.

### **3. Methodology:**

Passage of sentences from one section to another allows a better understanding of the ideas' succession.

Removing the paragraph on Amazon is a good idea because the comparison to Amazon seems parachuted in by the author. The new paragraph provides the reader with a better understanding.

Talking about how Tesla is still considered a startup after more than 20 years seems necessary to introduce the passage on how startups identified opportunities and mitigated risks.

The author does not provide a description of the method and does not provide any details on the progress of the observatory study.

### **4. Results:**

The author talks about the different stages of the design thinking process. No details are given regarding the first three stages, namely empathy, definition, and ideation. The stage of empathy and that of definition are indirectly underlined through the speech. It would be possible and interesting to present more practical details concerning the application of design thinking and iteration.

A critical vision combined with recommendations could be positive.

### **5. Implications for research, practice, and/or society:**

The case study gives a good understanding of the solutions used by Tesla to cope with market and environmental demands. Additional analyses prove useful, and updating the data is important to know the causes and consequences for a more realistic scenario.

Needs to present the study's contributions.

## 6. Quality of Communication:

The abstract is well written and clearly expresses the purpose of the paper, the method, the contribution, and the value. Keywords are chosen appropriately and can enhance the article's visibility.

The author uses terminology such as 'propelling a company to unprecedented heights' or the latest publication, 'What's wrong with Tesla', by Peter Valdes-Dapena in April 2024 affirms the stabilization of the sales growth curve, mainly of electric cars . It would be essential to provide support showing the increase in sales. Otherwise, relativization in the use of terms becomes essential to avoid leading the reader into error.

Technical language is good, and the new version is more appropriate.

Dr. Samah Chemli Horchani

Assistant Professor

Management Department, Tunis El-Manar University, Faculty of Economics and Management Sciences of Tunis FSEGT, Tunis, Tunisia.

Laboratory of Innovation Strategy Entrepreneurship Finance and Economics (LISEFE), Campus Universitaire Farhat Hached, B.P. 248 - El Manar II, 2092, Tunis, Tunisia

Professional coach in Agility, Design Thinking, Entrepreneurship, and Innovation Management