

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.

This article investigates the influence of platform envelopment types on the business model innovation the idea is very novel, the conceptual analysis is very clear, however, there are several areas for improvement:

- (1) The categorization of envelopment types should be explained in the literature review and introduction.
- (2) In the hypothesis derivation, please explain how to apply the business model innovation theory for elaboration?
- (3) Why user overlap and scope economics were chosen as moderating variables, I am afraid they are not adequate moderators.