

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

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Potential competing interests: No potential competing interests to declare.

Add AI limitations *"When combined with the Internet of Things (IoT), AI has the potential to surpass human limitations and errors in troubleshooting and decision-making across different industries (Kutyauripo, Rushambwa, & Chiwazi, 2023). AI can be employed in various operational activities such as monitoring, production processes, product sorting, and industry analysis. Additionally, it can contribute to marketing-related tasks like enhancing customer satisfaction and automated ordering systems. In the context of the IT industry, AI utilization can optimize operational activities, production processes, and marketing operations for IT companies."*

delete *"The author, who is currently a student in President University's MMTech study program, has chosen the IT industry as their desired field of work upon graduation."*

Provide a more objective analysis. Why is this company worth studying? what is the impact of this case study to the scientific literature?

"Consequently, the case study presented in this paper focuses on PT. Metrodata Electronics Tbk., an esteemed IT company in Indonesia. This company is renowned for providing IT solutions and products to consumers and serving as a distributor for hardware and software vendors, catering to various end-users including corporates, retail stores, and general consumers."

why? *As an example of a possible competitor, the author will input the business model of PT. Anabatic Technologies Tbk.*

give a title to the table inside the paragraph *"Design of Changes"* and make some discussion

please provide more financial information to *"4. Execution Plan for Changes Project"*. Comparing turnover is not enough to assess the business model

How? Provide more information. Which risks can the company face, by implementing an innovative technology (e.g. Intellectual property). *"To minimize expenses in its original BM, PT. Metrodata Electronics Tbk. could leverage Artificial*

Intelligence (AI) and the Internet of Things (IoT). By utilizing these technologies, the company can reduce costs associated with its activities. It is important to note that implementing AI and IoT does not eliminate all expenses and activity costs. However, these technologies can make the company's activities more effective and efficient, requiring fewer human efforts and resources. This enables the company to save money that can be allocated to more critical areas."