

# 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.

The paper, "The Importance of Business Model Innovation for Ensuring Business Continuity: A Case Study of PT. Metrodata Electronics Tbk." by Christian Nicholas Wibowo and Adhi Setyo Santoso, offers a comparative analysis of two IT companies' business models to underscore the necessity of innovation in sustaining business operations amidst technological advancements and external crises like COVID-19.

The title succinctly outlines the paper's core topic and the institutional affiliation of the authors lends credence to their findings.

The abstract effectively summarizes the paper's content, highlighting the method of analysis, key findings, and the broader context of the IT industry and COVID-19.

## General Comments:

The paper's logical structure and clear academic language facilitate understanding, and the use of reliable sources bolsters the authors' arguments. However, more depth could be added by detailing specific challenges within PT. Metrodata Electronics Tbk.'s current business model and providing more actionable, company-specific recommendations for innovation. Extending the discussion to the application of these findings in the wider IT industry would also enhance the paper's relevance to a broader audience.

Greater emphasis could be placed on quantitative analysis, such as financial forecasts, to solidify the case for proposed changes. More qualitative data, like customer and employee feedback, would enrich the argument. A broader competitor analysis, a detailed implementation strategy, and a comprehensive risk analysis would also be beneficial additions. Lastly, integrating a stronger focus on the customer perspective would illuminate how these changes could bolster customer satisfaction and align with their needs and preferences.