

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 manuscript lacks contribution. This abstract discusses the limited study on how Internet platforms achieve performance with unique business models. The research aims to fill this gap by proposing a platform envelopment attack typology to explain the strategic fit of business model innovation typology. It suggests that different types of business model innovation will lead to specific types of envelopment attacks. Additionally, the abstract highlights the significant roles of economies of scope and user base overlap in determining platform envelopment performance... I have some concerns about the paper, which are shown as follows:

- The proposed framework and hypothesis are not well defined and neither the proper research questions are proposed. This is to say that the proposed work is not bridging the research and knowledge gaps and the suggested model settings don't allow for getting any new contribution.

2. The literature review is very fragmented.

First, neither the beginning nor the end has a general form to explain what aspects of the literature are involved.

Secondly, the differences and contributions between this paper and each stream of literature are not pointed out based on the developing country perspectives.

3. The results of the paper are simply stated without reasonable explanations.

4. All the discussion are stand-alone and does not bring new insights. It would have been better to provide a comprehensive discussion based on the problem.

Although the problem studied in this article is novel and exciting, the exposition is incomplete and inaccurate. Most viewpoints are simply explained but not fully explained, and there are many problems in the model setting.

Based on these concerns, I have to recommend that this paper should be rejected.

