

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.

The article explores the innovation of business models in internet enterprises and proposes three different types of business model innovation ideas, which have great guiding significance for enterprise practice. It is recommended that the author supplement the analysis and proposal of each research idea with enterprise case studies to make it easier for readers to understand. In addition, the literature referenced in the article is relatively old, with almost no literature in the past three years, which may cause readers to question the innovation and cutting-edge nature of the article.