

Review of: "Business Model Innovation as a Structural Framework for Business Sustainability Growth: A Systematic Review"

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Potential competing interests: No potential competing interests to declare.

Article review:

Business Model Innovation as a Structural Framework for Business Sustainability Growth: A Systematic Review.

The title of the article states that innovation in the business model undoubtedly leads to the success of companies, but the model itself does not guarantee long-term success.

The abstract indicates the study of many aspects related to the concept of business model innovation, but fails to cover other relevant topics inherent to the central topic given the limitation of space and the methodology used to carry out its bibliographic search.

The systematic literature review (SLR) is well carried out as it also follows the criteria of the Prisma methodology, which adds value to its analysis. Choosing an impact factor greater than 1.5 for these disciplinary areas seems correct to me, as well as the timeliness of your search for articles.

Although it is commendable that they have included a list of the most cited authors in Figure 4, they do not directly include Parida, V, who is the most cited author according to their results, in the final list of references. Even though they cite it on page 16, they should correct this and include it in the final list.

They must correct some grammatical errors, for example, on page 4, "value proposition" says "wich is defines," it should say "which is defined," or on page 6, Point 2.4.4, first paragraph, second line says: "... in to considerations," should say "... into considerations," and so on in other sections of the document. Although they point out the use of ChatGPT for their translation into English and assume full responsibility for the result, I suggest it be thoroughly reviewed in this regard.

In section 5.2 concerning The Role for Business Model Innovation, the reference to digital transformation encompasses more elements than those specified, such as Big Data, Cloud Computing, Cybersecurity, and other Industry 4.0 technologies. They could enrich the article by mentioning them.

The analysis of real BMI cases that include (Amazon, Netflix, Tesla, and Airbnb) has been extensively covered by various authors, and there is a lot of very complete literature that documents their success factors. By not adding any other element of value, it does not seem useful to their article to include them. The rest of the components of this section, from

my point of view, do not contribute anything novel to the discussion of the concept.

Likewise, in section 6, although it is a good summary of various elements that favor the implementation of BMI, there are classic authors such as Clayton Kristensen, Dan Senor and Saul Singer, Salim Ismail, or Gary Hammel who have solidly presented their foundations. I suggest including in the paper only a brief overview of the most relevant and novel insights that could be derived from your análisis. They could also review the elements of the Low Touch Economy and the reports of the Future Today Institute to review new trends on this topic if you want to go beyond your SRL.

I find the literature review conducted to be valuable, and this already constitutes a commendable aspect of the paper. They could simply elaborate a bit more on some of the key findings as I don't think they cover in depth, as I mentioned at the outset, the objectives outlined in the first three pages of the article.

I'll transcribe them literally for better visualization, clarifying that the list is my own compilation derived from the analysis of the text:

1. "The goal of this review study is to explore the methods of business model innovation...
2. the impact of technology on the creation of novel models for business growth,...
3. and the development of business models in the context of global phenomena such as pandemics and climate change...
4. In addition, the significant impact of customer expectations, ethical issues, and sustainability requirements on the dynamics of business model development is considered
5. This research provides companies and researchers alike with the knowledge and gaps they need to address the challenges and seize the opportunities that arise from the dynamic nature of contemporary business models by real-world case studies, providing practical strategies, and keeping a keen focus on emerging trends."

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