

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.

I consider that there is a strong correlation between the objective set at the beginning of the work and its development until its conclusion. The analyzed topic is of great current interest, addressing high-importance issues from the very beginning, such as the pandemic (COVID-19). However, a more extensive literature review is lacking throughout the work; I believe it is deficient in citations.

I recommend the author to enhance the study by incorporating more bibliographic citations that support the information presented in the document and its claims.