

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.

The reviewed manuscript does not offer any new empirical insights into business model innovation.

While a (broad) gap is identified, the size of the gap (i.e., the justification for the study) and the reason for the gap's existence (the significance of the study) are never fully explained.

The first paragraph and parts of the second paragraph of the introduction are complete with grammatical and syntactical errors, making the introduction difficult to read. The grammar and syntax issues continue throughout the manuscript. Further, there are tonal shifts in the writing style within the manuscript, e.g., "Whether you are launching a start-up ...". This is distracting to the reader. In any case, the introduction is too long.

What are the key theories being used in the study? This needs to appear in the introduction.

Given the methodology adopted by the authors, the findings are rudimentary and superficial at best. Accordingly, no new knowledge is provided on business model innovation.