

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.

General Comments: The article titled "The Importance of Business Model Innovation for Ensuring Business Continuity: A Case Study of PT. Metrodata Electronics Tbk" provides an analysis of the significance of business model innovation in the IT industry, particularly in the context of PT. Metrodata Electronics Tbk. The authors examine the uncertainties posed by technological trends and external factors such as the COVID-19 pandemic and propose changes that can help the company ensure business continuity. While the article addresses an important topic and presents some valuable insights, there are areas that require improvement in terms of clarity, depth of analysis, and structure.

Major Comments:

- **Introduction:** The introduction provides a general overview of the IT industry and the role of information technology in business. However, it lacks a clear statement of the research objective and the specific problem that the article aims to address. It would be helpful to clearly state the purpose of the study and how it contributes to the existing body of knowledge on business model innovation and business continuity.
- **Analysis of Uncertainties:** The section on uncertainties in the IT industry and their impact on PT. Metrodata Electronics Tbk. provides a basic understanding of the challenges faced by the company. However, it lacks a deeper analysis of the specific uncertainties and their implications. The authors briefly mention the rapid transformation of technological trends and the COVID-19 pandemic but do not explore these topics in detail. Adding more specific examples and discussing the potential consequences of these uncertainties would enhance the analysis.
- **Analysis of the Impact of Uncertainties:** While the section acknowledges the potential impacts of uncertainties on PT. Metrodata Electronics Tbk.'s business continuity, it would benefit from a more comprehensive and detailed analysis. The authors briefly mention the need for a digitalized supply chain system and the importance of enhancing the company's digital platform but do not delve into the specific strategies and actions required to address these impacts. Providing more concrete recommendations and discussing potential challenges in implementing the proposed changes would strengthen this section.
- **Execution Plan for Changes Project:** The execution plan section outlines several proposed changes to PT. Metrodata Electronics Tbk.'s business model. However, the section lacks a clear and logical structure. It would be beneficial to present the proposed changes in a more organized manner, such as using subheadings or bullet points. Additionally, each proposed change could be further elaborated to provide a more detailed explanation of how it addresses the

identified uncertainties and contributes to business continuity.

- Conclusion: The conclusion summarizes the main points discussed in the article but could be further developed to provide a stronger closing statement. It would be helpful to reiterate the importance of business model innovation and emphasize the potential benefits for PT. Metrodata Electronics Tbk. in ensuring business continuity. Additionally, the conclusion could highlight the broader implications and relevance of the findings for other companies in the IT industry.
- References: The article provides a valuable analysis of the challenges faced by companies in the IT industry, particularly in relation to technological trends and external factors such as the COVID-19 pandemic. The authors argue that business model innovation is crucial for companies to maintain business continuity in the face of uncertainty. While the article presents a comprehensive overview of the topic, there are a few references that could be considered to strengthen the literature review that consider approaches to foster business model innovation in companies:
 - Schiuma, G., & Santarsiero, F. (2023). Innovation labs as organisational catalysts for innovation capacity development: A systematic literature review. *Technovation*, 123, 102690.
 - Santarsiero, F. (2023). Developing a strategic planning model for developing, monitoring and evaluating digital transformation initiatives: a soft system approach. *Measuring Business Excellence*.
 - Chesbrough, H. (2007). Business model innovation: it's not just about technology anymore. *Strategy & leadership*, 35(6), 12-17.
 - Amit, R., & Zott, C. (2012). Creating value through business model innovation. *MIT Sloan management review*.

Minor Comments:

- The article would benefit from a more concise and engaging writing style. Some sentences are lengthy and convoluted, making it difficult for readers to grasp the main points. Simplifying the language and sentence structure would improve readability.
- The article should include in-text citations for the sources referenced in the text. This would enhance the credibility of the information presented and allow readers to locate the original research for further reading.
- The article would benefit from the inclusion of relevant theoretical frameworks or models that support the analysis of business model innovation and business continuity. This would provide a theoretical foundation for the proposed changes and enhance the scholarly rigor of the article.
- The authors could consider incorporating real-world examples or case studies from other companies in the IT industry to strengthen the analysis and provide a broader perspective on business