

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.

There are few important points that need to be revised in the article.

First, the author needs to explain in Introduction section why the article focuses on PT Metrodata Electronics for this case study. The author mentioned the importance of AI in IT industries, but the introduction section did not provide any explanation about the relationship between the importance of AI and PT Metrodata Electronics. Second, the article title mentioned Business Continuity. Readers of this article will assume that business continuity will be the main topics analysed in the article. However, the introduction did not address the topic at all.

I appreciated how the author explain how uncertainty affects IT-based businesses. However, I would like to provide some advice about the analysis of the impact of uncertainty. The author mentioned few impacts that uncertainty toward the operational of PT Metrodata Electronics. However, the impacts mentioned are too general, since they are issues faced by most type of companies. What about the impact of the uncertainties specifically toward IT companies that provides IT services and products to customers. The company provides IT services and products to customers. Thus, the changes of technology trend and the uncertainty you mentioned will impact the customers' preference, so the company will have to adjust their business operation to cater the customer's needs.

A comparison between PT Metrodata Electronics and another company need a proper justification, which is why a certain company is selected to be compared with PT Metrodata electronics. Are there many similarities in size, customer segment, or other important aspects?

Regarding the main analysis of your article, which is the Design of Change and the Execution of the Changes, I think you need to improve your analysis. For example, the author advice PT Metrodata Electronics to improve its operation on IT solution business, when currently the company mostly focus on selling IT products. While this is an interesting advice, it is important to analyse whether this idea is suitable for the companys' targetted customers and its current customer profile. Simply giving an advice based on comparing the company's current BM and Anabatic Technology's BM is not adequate. This analysis should be performed for each change the author proposes.