

Review of: "Managing the User Crowds: An Effectual Approach of Business Model Innovation and Platform Envelopment for Co-Creation on a New Multi-Sided Platform Firm"

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Potential competing interests: No potential competing interests to declare.

- 1- Describe acronyms at first appearance;
- 2- Use the justified text format;
- 3- There is no body in the country that regulates the cases of envelopment, those allowed and those not allowed.
Comment;
- 4- When there are more than two authors it is not better to put et al. ?
- 5- The reference Ulrich, 1995 is not mentioned in the references;
- 6- Figures 1 and 2 can be reduced or merged into one. Or in a table?
- 7- The three dimensions described on pg. 7 could not be mentioned before?
- 8- Can eBay Billpoint vs Paypal and Google Video vs Youtube have references?
- 9- Are there prospects for future work?
- 10- The reference Kurkel (1991) was not published. But can it be accessed?
- 11- There seems to be a lack of more information about the various types of Business Model Typology, including, if possible, interviews with companies that have adopted them;
- 12- The reference Shapiro (1998) appears to appear published in 1998 and 1999. Which is correct?
- 13- References: Irich (1995) and Wahyuni (2012) were not cited in the text.