

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.

Thank you for the opportunity to rate the article.

However, I leave some considerations to be evaluated by the author:

Abstract: present the objective, the methodology, the main results and the conclusion with the relevance of the research for science.

As for the theoretical foundation, the article is well contextualized, but lacks an updated reference.

Method: where is the method? Difficult to replicate or contextualize an article without a purpose or that presents a methodology.

As for the conceptual development and discussion, as mentioned earlier, it lacks a discussion with more up-to-date literature,

The article did not present the delimitations and main findings and scientific relevance of it.

The references are outside the norms, it presents the year in parentheses, the hour without parentheses, it even has one of the citations with the journal in bold. References must also be taken care of and follow the journal's rules.

My opinion is for the non-approval of the article due to the lack of exceptional elements that make up a scientific article, method and updated discussion, and fundamentally the main findings of the research.