

Review of: "The Importance of Business Model Innovation for Ensuring Business Continuity: A Case Study of PT. Metrodata Electronics Tbk."

Daniel Tse¹

¹ City University of Hong Kong

Potential competing interests: No potential competing interests to declare.

It is an interesting article showing the importance of business model innovation using case study method. However, it is not a research article with no significant contribution to the knowledge. The discussion and analyses are quite straightforward or superficial while without or very little new ideas evolved. The authors should use figures to show / compare the effectiveness of business model innovation. Last but not least, the authors should mention more about the nature of business model innovation and how it can be applied to the case in depth.