

# 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.

Recommendation: Major Revision

The paper is well motivated and clearly written. It can be accepted for publication subject to address the following suggestions:

1) Authors should clearly emphasize the contribution of this work in relation to the existing solutions in the literature, including supported simulation verification.

2) What is the main difficulty when applying the proposed method?

The authors should clearly state the limitations of the proposed method in practical applications.

3) Most of the references are from before 2019. For such a popular and attractive topic, recent papers should be investigated. Literature is not state-of-art. The authors must consider the recent and relevant articles for study. Please consider the following works and cite them:

o A novel approach for candlestick technical analysis using a combination of the support vector machine and particle swarm optimization", Asian Journal of Economics and Banking, Vol. 7 No. 1, pp. 2-24. <https://doi.org/10.1108/AJEB-11-2021-0131>

o A developed stock price forecasting model using support vector machine combined with metaheuristic algorithms. OPSEARCH 60, 59-86 (2023). <https://doi.org/10.1007/s12597-022-00608-x>

o A comparison on particle swarm optimization and genetic algorithm performances in deriving the efficient frontier of stocks portfolios based on a mean-lower partial moment model, 2020, International Journal of Finance & Economics.

o Integrating unmanned and manned UAVs data network based on combined Bayesian belief network and multi-objective reinforcement learning algorithm. Drone Systems and Applications. 11(): 1-17. <https://doi.org/10.1139/dsa-2022-0043>

o Secured Multi-Dimensional Robust Optimization Model for Remotely Piloted Aircraft System (RPAS) Delivery Network Based on the SORA Standard. Designs 2022, 6, 55. <https://doi.org/10.3390/designs6030055>

- o New efficient hybrid candlestick technical analysis model for stock market timing on the basis of the Support Vector Machine and Heuristic Algorithms of Imperialist Competition, 2018, expert system with application.
  - o A new methodology for deriving the efficient frontier of stocks portfolios: An advanced risk-return model, 2014, Journal of Artificial Intelligence & Data Mining (JAIDM).
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- 4) Why you use business model and New multi-side platform is vague. Please explore it in more detail.
  - 5) The complexity of the proposed work should be derived.
  - 6) The conclusion should be the summary and suggestions of the research results and the future development prospects. Explain clearly and in detail, please revise.
  - 7) A table that summarizes the literature and highlights the proposed paper should be better.
  - 8) The introduction section seems weak. It must be expanded including the motivation and the novelty of the paper.
  - 9) The managerial insights are missing? Who is the decision-maker in the study? Who will gain the maximum benefit from the proposed paper?