

Review of: "Business Model Innovation as a Structural Framework for Business Sustainability Growth: A Systematic Review"

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Potential competing interests: No potential competing interests to declare.

Dear Authors,

First and foremost, I would like to express my appreciation for the effort put into your manuscript titled "Business Model Innovation as a Structural Framework for Business Sustainability Growth: A Systematic Review." Addressing the critical issue of business model innovation and its impact on sustainable growth is both timely and necessary. The undertaking of a systematic review in this field is commendable and offers a foundational perspective on the subject.

However, after a thorough examination of your manuscript, I find myself aligning with the concerns raised by my fellow reviewers, particularly in terms of the methodology adopted and the overall contribution of your study to the scientific discourse on business model innovation and sustainability.

Methodological Concerns:

My primary critique revolves around the methodological approach undertaken in this study. While bibliometric analysis can offer valuable insights into the prevalence and distribution of research within a field, it falls short of providing a deep understanding of the substantive contributions of the literature. The analysis presented seems to lean more towards a bibliometric overview rather than a systematic review that digs into the nuances and key findings of the selected articles. This approach limits the depth of insight into the factors critical to innovation and sustainability in business models that the literature offers.

It appears that the manuscript serves more as an introduction to the topic of business models rather than delivering a systematic and analytical review of the literature. A systematic literature review, by definition, should synthesize existing research to highlight trends, gaps, and, importantly, the critical factors that emerge from the literature. The contribution of your work to the scientific understanding of business model innovation, particularly in relation to sustainability, seems to be minimal as it currently stands.

Structural Issues:

I echo the sentiments of my colleagues regarding the structure of the manuscript. A clearer, more logically organized presentation would significantly enhance the readability and flow of the article. It is essential for the reader to follow the

logical progression of your argumentation and analysis effortlessly, which, in its current form, is somewhat challenging due to the structural issues present.

Recommendations:

1. Consider adopting a more qualitative approach in your analysis to deeply explore and synthesize the key themes, trends, and gaps identified in the literature on business model innovation and sustainability.
2. Refine your research question to provide a clearer focus for your systematic review. This will also guide your selection and analysis of the literature, ensuring that your review makes a substantive contribution to the field.
3. Restructure your manuscript to enhance coherence and flow. Clearly demarcating sections such as methodology, analysis, findings, and discussion will help in presenting your insights more effectively.
4. Provide a critical discussion of how your findings contribute to the existing body of knowledge and suggest directions for future research.

In conclusion, while I appreciate the effort invested in this manuscript and recognize the importance of the topic, I believe that significant revisions are necessary to enhance its methodological rigor, depth of analysis, and contribution to the field.

Thank you for considering my feedback, and I look forward to seeing the revised version of your work.

Best regards,

Montserrat Peñarroya-Farell

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