

Review of: "Unpacking Snowflake: How a Data Cloud Company is Ruling the Roost"

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Potential competing interests: No potential competing interests to declare.

The article presents an unconventional structure for a scientific research. It fails to address the problematization of a research problem, theoretical framework, work/analysis method, and discussion of results in relation to the literature. If the authors decide to transform the current analysis of the Snowflake case into a scientific article structure, they could propose an analysis of a company in the cloud sector through the theoretical lens of Dynamic Capabilities. There are several articles being published in this field that are advancing our knowledge, and I consider the company in question to be a great case that deserves to be explored in more detail.