

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"

Yaoqun Xu

Potential competing interests: No potential competing interests to declare.

Although the subject of the research is novel and some important arguments are made, the paper as a whole leaves much to be improved:

1. The abstract needs to be revised, the language is not concise and precise enough, it should state the research aims/objectives, methodology, results and main conclusions drawn along with the proper background.
2. The paper presents six propositions based on the introduction of relevant concepts, the research methodology and data are missing, making the propositions presented unscientific.
3. The conclusion of the research is not insightful enough and does not summarize and generalize the findings of the previous paper.
4. The references of the paper are too old and it is recommended to update the latest research findings.