

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.

While this paper raises crucial points, there are just too many gaps and concerns to examine in its current form.

1. The main issue with the paper is that it is written in a free and discursive manner, with no careful argumentation from one point to the next. You must define essential concepts and bounce from point to point, outlining the topics you address clearly and thoughtfully.
2. Your literature research needs to be more extensive and provide the theoretical background for finding your work and writing your own contribution. This has nothing to do with theoretical arguments in academic literature. Consider a more thoughtful approach to literature.
3. A summary of research findings and recommendations should be included in the conclusion, along with opportunities for future growth. Please improve your description by being specific and concise.