Review of: "Artificial Intelligence Implementation in the Business Model Innovation for Ensuring Business Continuity: A Case Study of PT. Metrodata Electronics Tbk."

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The undertaken research problem is very new but at the same time extremely up-to-date. This poses an ambitious challenge for researchers, but also requires increased caution and precision in designing and conducting research and presenting its results.

Therefore, I allow myself to present critical remarks that came to mind while reading the article.

- The abstract needs to be supplemented with at least the purpose and research method.

- Key concepts are not sufficiently clearly presented (e.g. what is the innovative nature of the business model?), the concepts are used inconsistently (e.g. the terms risk and uncertainty are used interchangeably).

- In the body of the article, in the formulated goals, there is a declaration about identifying the relationship between business model innovation and business continuity, but later in the article, it is about determining the correlation (?) (e.g. in point 4 "Significance of the study").

- The structure of the text needs to be arranged in a clearer and more logical way. There is no critical stance taken by the author in relation to the cited research results, and his deeper reflection, which gives the impression that the research problem is not sufficiently grounded in literature studies.

- There is insufficient clarity of the argument (e.g. in point 1 "Background" one may have doubts as to the level of the analysis conducted - whether it is the level of the state or the company; the basis for the operationalization of variables is presented too briefly).

- The assumptions are presented quite briefly and adopted too hastily (e.g. in point 4 "Niemimaa et al. (2019) mentioned that rapid technological changes may affect business continuity. From this statement, the author of this paper believed that the emergence of AI , which is one of the recent digital technology types, may affect the company's business continuity").

- Lack of methodological information in the text (e.g. time range of own research, data sources, methods of collection and analysis etc.).

- "Conclusions" are presented very briefly, no discussion and no critical stance.

Overall review conclusions:

The text requires deeper reflection and greater clarity. The structure of the text requires improvement. Proofreading will definitely make it easier to accept the content of the article.