

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.

Author have done a good job but only essential corrections needed before publications. I will be happy to revise it and check all these.

1. Introduction: There should be section wise representation of all headings included in a single para at the end.
2. LR: I unable to see the research gaps and objectives. Please include latest references which will give you an idea of work in different sectors. Few important papers needs to be added: DOI: 10.4018/978-1-4666-5202-6.ch022 ; <https://doi.org/10.1504/IJBPSM.2015.073770> ; Green supply chain management: A case of sugar industry in India. In: Proceedings of national conference on emerging challenges for sustainable business ; <https://doi.org/10.3390/w15081498> ; <https://doi.org/10.1504/IJLSM.2020.103862> ; <https://doi.org/10.1016/j.jclepro.2022.133311> ; <https://doi.org/10.1504/IJVCMM.2017.086838> ; DOI: 10.4018/IJISSCM.287133 ; <https://doi.org/10.1007/s10479-021-04371-y> ; <https://doi.org/10.1007/s12063-022-00270-y> ; <https://doi.org/10.1177/09722629221107238> ; <https://doi.org/10.1108/IJPPM-02-2022-0080> ; <https://doi.org/10.1504/IJLEG.2023.130236> ; <https://doi.org/10.1504/IJMP.2018.090829> ; <https://doi.org/10.1007/s10668-022-02456-7> ; Supply chain performance of sugar industry using Regression analysis. *International Journal of Engineering Technology Management and Applied Sciences*.
3. Methodology: Please check for proper citation of figures and tables in the text. In addition, there is no source given for figure and tables. If it is self then author should cite as "Source: Author Composition" or similar. Few of the latest papers in which similar methods done should be cited in the text like: <https://doi.org/10.1007/s10479-023-05431-1> ; <https://doi.org/10.1111/opec.12287> ; <https://doi.org/10.3390/horticulturae8111018> ; <https://doi.org/10.1504/IJVCMM.2022.122164> ; <https://doi.org/10.1177/097226292211432> ; <https://doi.org/10.3390/w15122274>
4. Results and Discussion should be separate heading and must showcase the outputs and compare with other studies also.
5. Implications should be added in this (Political, Practical and Social if any).
6. Conclusion part is written in very short. Compare your study with other authors and write in conclusion and extend a bit more.

