

Review of: "Application of Business Model at PT. ABC – A Learning Case from a Construction Service Company"

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The article seems very promising since it describes a consistent and successful business in a steadily growing sector. More than that, it describes in detail the whole dimensions of the business model worked by the company in its pursuit of growth or adaptation. However, as it is now, it seems more like a description of a CANVAS. It does not reveal an academic contribution. In order to achieve that, it needs a problem statement and a related theory to support the answer to the research question proposed. It seems to me that a pathway is questioning how growth should be approached in the business model. In this case, the authors should develop more arguments about growth itself and what are the dimensions of a business model that reflect or are affected by a growth strategy. Another suggestion is to analyze the business model as a tool for growth, or else how to identify challenges for growth by using the business model as a tool. As a matter of fact, the article has already an answer for that, which is uncertainty, but it lacks the own discussion of the concept of uncertainty and business opportunity exploration. See, for instance, the discussion of Stieglitz & Foss (2009)