

Review of: "The Importance of Business Model Innovation for Ensuring Business Continuity: A Case Study of PT. Metrodata Electronics Tbk."

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The article is interesting and topical. However, the vast majority of the text deals with specific forms of PT. Metrodata Electronics Tbk. and PT. Abatic Technology Tbk. There is no justification for the choice of companies. Moreover, there is very little theoretical content. The study does not set a goal and hypothesis to prove. No thorough review of the literature on the topic has been done. For example, there is no information about what a business model is, what elements it should consist of. The business model of the indicated companies has not been described in detail. It is difficult to compare the current business model with the proposed changes. The proposed "advice" for companies is too general, there are no specific analyzes and conclusions from them. However, the issues raised deserve attention, they are current issues and challenges for the future for many companies.