

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.

Dear authors,

It is suggested to improve the motivation of the manuscript and considers describing the big issue.

Develop the main question that the manuscript will respond.

It is necessary to explain the gaps in literature and contribution to practice.

Update the reference for the last 5 years.

The review literature and developing proposition are weak. Consider writing how, why, and when the relationship happens and the consequences for dependent variables. Update the citation between 2019 and 2023.

In the conclusion, describe the contribution to practice and theory, and the limitations of this research.