

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

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Potential competing interests: No potential competing interests to declare.

Introduction Section:

- It is advised to provide more detailed citations for the data and research included in the introduction section to ensure that the information is credible and reliable. Additionally, the author can focus more on the challenges that IT companies face and potential solutions to these challenges.
- It is not advised to use this phrase "The author, who is currently a student in President University's MMTech study program, has chosen the IT industry as their desired field of work upon graduation."
- Lack of evidence that company used two different channels such as Business-to-Business (B2B) through a specific platform, and Business-to-Business-to-Consumer (B2B2C) through an Application Programming Interface (API)-based business model.
- Lack of Research gap

Analysis of Uncertainties

- Lack of citation
- Advised to merge this with chapter 1

Analysis of the Impact of Uncertainties

- Lack of citation
- Advised to merge this with chapter 1

Need to incorporate literature review, This seems to be like a case study or Assignment. Not a proper research article

What Author is going to explore is missing?

Novelty 0/5.

Wish you best of luck.

