

Review of: "Business Model Innovation as a Structural Framework for Business Sustainability Growth: A Systematic Review"

Muhamamd Saeed Mujahid¹

¹ Mohammad Ali Jinnah University

Potential competing interests: No potential competing interests to declare.

Dear Authors,

Thank you for this very informative piece of article.

I find your topic valuable and interesting. However, we also see a few limitations. For example, there is a lack of discussion on sustainable business models in the present era. Besides, take some successful business models from non-tech organizations.

Moreover, the methodology adopted in the paper should be properly mentioned. It will help future researchers in doing similar work.

Thank you again for submitting this highly informative piece, which I believe stands to contribute to the literature.