

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

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Potential competing interests: No potential competing interests to declare.

The topic is interesting. Here are a few comments:

1. The business model innovation is occurring only due to digitalization; still, many organizations are unable to meet their business goals after the adoption of a digital business model. The author must throw some light on it in the discussion part.
2. Table 1. Business model elements are different from the elements in Managing Business Model as a Function of Organizational Dynamism, DOI:[10.7595/management.fon.2014.0025](https://doi.org/10.7595/management.fon.2014.0025), Ljubomir Drakulevski. Explanations must be given for the missing elements.
3. The search stream used was "TITLE-ABS-KEY (business AND model AND business AND model AND innovation) And PUBYEAR > 2010 AND PUBYEAR <2024 AND (LIMIT- TO (SUBJAREA, "BUSI")) AND (LIMIT- TO (DOCTYE, "ar")) AND (LIMIT- TO (EXACTKEYWORD, "Innovation") OR LIMIT- TO (EXACTKEYWORD "Business Model") OR LIMIT- TO (EXACTKEYWORD, "Business Model")) AND (LIMIT-TO (LANGUAGE, "English"))" not written properly. Rewrite it.
4. PUBYEAR > 2010 AND PUBYEAR <2024 are used, but fig. 3 data are from the year 2000?
5. Data labeling in Fig. 1, 3. The total must come to 213.
6. Explain Fig. 7. The total sum of data labels must come to 213.
7. Data of years 2023 and 24 are missing.
8. In Table 2, Successful Business Model Execution, standard, premium, Commission Revenue Model, Listing Fee Revenue Model, Featured Listing and Ads, Mixed Revenue Model, Lead Fee Revenue Model, etc., are missing. Similarly, in Table 3, give examples or cases of each with pros and cons.
9. Only 97 references are there in the manuscript. Also, in the manuscript, 217 citations are not there.
10. Due to the use of ChatGPT, the manuscript is written in a broken form. The flow of writing the manuscript must be improved. The manuscript reading flow of the authors gets disturbed due to this. This reduces the worth and utility of the manuscript. The manuscript must be redesigned.
11. The comparative study concluding remark from the revenue generation point of view must be included in the manuscript.
12. In the search stream, the author has used AND (LIMIT- TO (EXACTKEYWORD, "Innovation")), while only 34 references out of 97 are having the "innovation" word.
13. The manuscript must be redesigned to increase its utility for the readers.

