# Article information:

Business model diversification and firm performance: A demand‐side perspective - Sohl - 2020 - Strategic Entrepreneurship Journal - Wiley Online Library  
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# Article summary:

1. The business model has become a topic of increasing interest in the literature on strategic entrepreneurship, as it can contribute to both value capture and value creation.

2. A growing stream of research has begun to examine how business model diversification (BMD) may relate to firm performance, but this research has largely been anecdotal and case-based.

3. This article extends existing work by considering the demand side when examining BMD, building links from the business model literature to the rapidly growing demand-side literature stream.

# Article rating:

Appears well balanced: The article presents the information in a reliable and balanced way, without biases and prejudices. The claims made in the article are well supported and, where applicable, all sides of the argument are given opportunity to present their point of view. The article appears trustworthy and reliable.

# Article analysis:

The article is generally reliable and trustworthy, as it provides a comprehensive overview of the current state of research on business model diversification (BMD) and its relationship with firm performance. The authors provide an extensive review of relevant literature, which is well-cited throughout the paper. Furthermore, they present their own empirical study that tests their hypotheses using a unique panel dataset of 145 retail corporations from 23 countries across the world over a 13-year period from 1998 to 2010.

The article does not appear to have any major biases or one-sided reporting; rather, it presents both sides equally and explores counterarguments where appropriate. There are no unsupported claims or missing points of consideration; instead, all claims are supported by evidence and all relevant points are discussed in detail. Additionally, there is no promotional content or partiality in the article; rather, it provides an objective analysis of BMD and its implications for firm performance. Finally, possible risks associated with BMD are noted throughout the paper.

In conclusion, this article is reliable and trustworthy due to its comprehensive coverage of relevant literature and its own empirical study that tests its hypotheses using a unique dataset.

# Topics for further research:

* Business model diversification strategies
* Firm performance and diversification
* Impact of diversification on firm performance
* Benefits of diversification
* Challenges of diversification
* Diversification and competitive advantage

# Report location:

<https://www.fullpicture.app/item/e8f0b39eaa2e4a6a977b824b454043fe>