# Article information:

Facebook and the creation of the metaverse: radical business model innovation or incremental transformation? | Emerald Insight  
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# Article summary:

1. Facebook changed its name to Meta and announced a focus on building the metaverse, a three-dimensional space representation based on virtual and augmented reality.

2. The change in business model is not as radical as communicated, but rather represents an incremental transformation of the current business model.

3. Business model innovation is critical for companies to adjust to changing sources of value generation in times of high environmental instability.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "Facebook and the creation of the metaverse: radical business model innovation or incremental transformation?" by Sascha Kraus et al. provides an analysis of Facebook's recent rebranding to Meta and its focus on building the metaverse. The authors use a case study research method to collect data points and conduct qualitative content analysis.

The article highlights the importance of business model innovation (BMI) in today's dynamic and constantly changing environment. It notes that even a well-established and profitable BM cannot be seen as permanent, and companies need to adapt to changing sources of value generation. The authors suggest that BMI can be a viable way for organizations to adjust to high environmental instability.

However, the article does not provide a balanced view of Facebook's rebranding efforts. While it acknowledges that the communicated strategic refocusing may not correspond to a radical BM innovation pattern, it does not explore potential risks or downsides associated with Facebook's metaverse plans. For example, there are concerns about privacy, security, and ethical issues related to virtual reality technology.

Moreover, the article does not address potential biases or conflicts of interest that may influence its findings. For instance, the authors do not disclose any financial or personal relationships with Facebook or Meta that could affect their objectivity.

Overall, while the article provides valuable insights into BMI and its relevance for companies like Facebook, it lacks a comprehensive analysis of potential risks and limitations associated with metaverse technology. Additionally, it would benefit from disclosing any potential biases or conflicts of interest that could impact its findings.

# Topics for further research:

* Privacy concerns in the metaverse technology
* Security risks associated with virtual reality
* Ethical issues in the development of the metaverse
* Criticisms of Facebook's metaverse plans
* Conflicts of interest in academic research on Facebook and Meta
* Alternatives to business model innovation for companies in dynamic environments

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