

# Review of: "Leveraging Social Network Utilization to Attain Competitive Advantage in Digital Multi-Sided Platforms"

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**Potential competing interests:** No potential competing interests to declare.

There is a confusing placement of references that needs to be reviewed carefully. I included some cases of reference errors (or lack thereof) that I found in the text;

Value what was done, for example, in relation to VRIO resources. They may also be other aspects related to "Social Networks" and "Digital Multi-Sided Platforms". Did other articles achieve the proposed intent (competitive advantage)?

Value, for example, "VRIO" also in the Conclusions; Perhaps it is possible to find different references (preferably, include more recent references), valuing each of these aspects separately: V-R-I-O?

It is not usual to place references in the Abstract. They must be placed in the Introduction;

Pg. 2: during a taxi demonstration in Jakarta,... provide a reference, if possible;

Pg. 2: Replace "will explain" with "explains" in the present tense;

Item 2.5 needs to change to "Conclusions", but first I propose a "Discussions" item;

Granovetter (1985), in the text appears (1973);

Burt (1997), in the text it is (1992);

In the text the reference should be Ellemers et al.;

References should preferably be in alphabetical order;

The reference "Georg (1908)" was not found. It has the reference "Simmel, G." (1908);

Pg. 4: the reference "Alderfer (2011)" or "Tajfel(1979, 1981 and 2000)" does not appear;

In the text it should be "Van Dick et al." and not "Dick et al."?

Missing references, but cited in the text, generally in Subsection 2.2: "Ebadi and Utterbach, 1984", "Hogg, 2014", "Bienstock et al., 1990", "Turner, 1975", "Mullen and Cooper, 1994", "Katz and Kahn, 1978", "Turner 1975 and 1981", "Ancona et al., 1987", "Allan et al., 1983", "Kilduff and Krackhardt, 1994";

Minor suggestion: Pg. 7: replace "liteature review above" with "previous literature review".

