

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.

Dear researcher

Thanks for the opportunity to read your manuscript. To help the authors better develop the manuscript, here are my comments below.

1. This study is quite weak in presenting and motivating the whole idea. this study talks about what is needed but failed to explain the "WHY" there is a need to study this phenomenon. in short, gap is unclear.
2. The author has used old literature, with no single citation after 2015. This is a big question mark on novelty of this manuscript.
3. Theoretical rigor is missing. Deep analysis is needed
4. The newly proposed model is quite unclear. The author states that "alliances or coopetition among suppliers (sellers) within the platform are also essential for gaining a competitive advantage". please elaborate what kind of competitive advantage is obtained here. Additionally, clarify the social network platform. What new your study is offering since businesses nowadays are using social media platforms to achieve competitiveness? This model focuses on supplier collaboration and how this study is going to explain its impact on consumers and market efficiency. .
5. I suggest that the author should present the whole idea in model form (Pictorial form). This would make it easier for future scholars to understand the phenomenon.
6. Moreover, a methodological design to empirically test this idea should be clearly presented.