

# Review of: "Do First-Mover Advantages Really Matter for Internet Ventures in Emerging Markets? A Study of Localization and Platform Envelopment Capabilities on New Venture Growth"

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Potential competing interests: No potential competing interests to declare.

## Feedback Review

### Abstract :

The abstract effectively introduces the concept of platform envelopment as a strategy for late entrants in internet ventures to outperform pioneers.

**Clear Topic:** The abstract clearly states the research topic - platform envelopment as a strategy for late entrants' success in internet ventures.

**Problem & Observation:** It highlights the challenge of the traditional "first-mover advantage" narrative in emerging markets like Indonesia, where late entrants with bundled services are thriving.

**Proposed Research:** The proposal outlines the intention to explore how platform envelopment and localization capabilities contribute to late entrants' growth.

**Additional Factors:** It mentions investigating the role of prior experience and business networks in developing these capabilities, adding depth to the study.

### Need bit improvement on :

- a. **Specificity:** Consider mentioning specific examples of successful late entrants utilizing platform envelopment in Indonesia.
- b. **Quantify Performance:** While mentioning "better growth rates," consider including metrics for measuring this growth (e.g., user acquisition, market share) for a clearer picture.
- c. **Theoretical Framework:** Briefly mentioning the "organizational theory approach" is helpful, but elaborating on specific theories within this framework would strengthen the research direction.

### Introduction :

- a. **Clear Context:** The research effectively establishes the context of diminishing first-mover advantages in emerging markets like Indonesia.

- b. **Relevant Concepts:** It introduces key concepts like platform envelopment, localization, and network effects, demonstrating a solid understanding of the chosen field.
- c. **Literature Review:** The background research includes relevant literature on platform envelopment, dynamic capabilities, and growth in internet ventures.
- d. **Identified Gap:** It effectively highlights the gap in existing research regarding the development of platform envelopment capabilities and its impact on growth rate, particularly for late entrants.
- e. **Research Question:** The research question is clear and focused on exploring how localization and platform envelopment capabilities contribute to superior growth rates for late entrants compared to pioneers.

#### Areas for Improvement:

- a. **Strengthen Literature Review:** While the review covers key concepts, consider adding more recent studies on platform envelopment and its link to growth, specifically in emerging markets.
- b. **Data Sources:** Briefly mention the potential data sources you plan to utilize for your research (e.g., case studies, surveys).
- c. **Theoretical Framework:** You mention an "organizational theory approach" but could strengthen this section by explicitly stating the specific theories within this framework that will be used to explore the development of platform envelopment capabilities (e.g., social capital theory, resource dependence theory).

#### LITERATURE REVIEW

##### Recommendations :

- a. **Use the current citation as a foundation:** Build upon the existing research by incorporating it into your background section.
- b. **Seek newer articles:** Conduct a literature search for more recent studies (within the last 5 years) focusing on platform envelopment, late entrants, and growth in emerging markets.
- c. **Cite a mix of sources:** Include both the current article and newer studies to demonstrate a comprehensive understanding of the topic.