

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.

This article gives an in-depth examination of the function of social networks in digital multi-sided platforms, a contemporary and important issue in today's corporate world. In this context, the essay goes into social network theory's theoretical basis and practical consequences.

The paper fully examines the influence of social networks on individual and team performance on multi-sided platforms. It draws on a wide range of literature to build a sound theoretical foundation for its framework, including social science and organisational studies.

The suggested paradigm for using social networks is an important contribution to the subject. It provides practical insights for digital platform organizations looking to achieve a competitive edge by utilizing social networks among their suppliers. This practical approach is critical for company decision-makers.

The article is well-organized, with distinct section titles and subheadings. This makes it simple for readers to follow the argument's flow and comprehend the suggested framework's many components.

It does, however, take a deep dive into social network theory and its application in multi-sided platforms; it may need to be more technical for certain readers, particularly those unfamiliar with social network theory. Accessibility might be improved by simplifying specific sections or offering additional real-world examples.

It has an impressive theoretical foundation, but it lacks practical examples or case studies to demonstrate how these concepts have been applied in real-world multi-sided platforms, and it heavily relies on various theoretical frameworks and models, making it appear somewhat disconnected from real-world business scenarios.

It is lengthy and thorough, which may be too much for some readers.

Suggestions:

Include real examples or case studies to demonstrate how the use of social networks has resulted in a competitive advantage in various multi-sided platforms. This would help bridge the theoretical and practical divide.

To benefit a larger audience, consider reducing complicated topics and jargon. Providing real-world parallels or experiences can help with comprehension.

While the article is well-structured, a concise summary or key takeaways section at the end would benefit readers looking for quick insights, and to make the article even more valuable, exploring the potential challenges or risks associated with

leveraging social networks in multi-sided platforms would be beneficial, as readers often appreciate a balanced perspective.