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.

Overall, the paper is well-written, with a strong conceptual framework and a comprehensive literature review that provides a substantial contribution to our understanding of social networks in the context of digital multi-sided platforms. The methodological rigor and the practical implications offered are commendable, bridging theoretical insights with practical applications effectively. The clarity in presentation and the thoroughness of the research make a convincing case for the paper's findings and recommendations. Given these strengths and the potential impact on both academic discourse and industry practice, this paper certainly merits publication. The incorporation of the suggested enhancements would only serve to solidify its contributions to the field.

I would like to suggest few changes before acceptance:

Clarification on Causal Relationships: The paper could benefit from a clearer exposition of the causal relationships between social network utilization and competitive advantage. Establishing a more explicit linkage, possibly through a conceptual model or framework, would strengthen the argument and provide readers with a more precise understanding of the underlying mechanisms.

Diversity of Platforms: To enhance the generalizability of the findings, consider including a more diverse set of multi-sided platforms in your analysis. The current selection may not fully capture the breadth of MSPs operating in different industries or geographic regions.

Empirical Evidence: The paper would be further strengthened by the inclusion of more empirical evidence, particularly case studies or real-world examples that illustrate the successful application of social network strategies by MSPs. This would not only support the theoretical claims but also provide a richer context for the discussion.

Discussion on Limitations: While the paper is well-composed, it would benefit from a more detailed discussion of its limitations. Acknowledging potential biases or constraints in the study's design and data could provide a more balanced view and suggest directions for future research.