

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

Lindong Zhao¹

¹ Nanjing University of Posts and Telecommunications

Potential competing interests: No potential competing interests to declare.

Strengths:

1. The targeted topic is relevant and very interesting, even if not outstandingly original.
2. The proposed technical solution, even if only theoretical oriented, does not exhibit big technical flaws.
3. The theoretical analysis provided seems sufficiently thorough.
4. Very well-written, easy to understand.

Weaknesses:

1. Its contribution to the existing literature should be explained in more detail and clearly. It should be distinguished from existing studies. A detailed literature review is needed.
2. It should be detailed why the methods used were chosen. Too much to the formulation. It should be simplified and made more readable.
3. Insufficient technical originality. From the methodological/algorithmic points of view, the paper proposes more the application of existing techniques to this specific problem than a novel solution. At least the exact elements of technical originality of the proposed methodology/algorithms should have been better highlighted.
4. No design/implementation work over a real prototype; no system engineering considerations at all. The paper does not describe how to achieve an efficient design/implementation/deployment of the proposed solution.
5. No lessons learned from real deployment experience and in-the-field performance evaluation.