

Peer Review

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"

Parisa Omidmand¹

1. Department of Economics, Texas Tech University, United States

The topic is relevant, and the paper gives a clear explanation of why late entrants in emerging markets can beat first movers by bundling services, adapting to local needs, and using network effects through platform envelopment. The examples help the reader understand the argument, and the link to dynamic capabilities fits the story.

However, it reads more like a research proposal than a finished study. Key ideas like localization and platform envelopment capabilities need clearer definitions and practical measures. It would also help to address other reasons late entrants may win, such as funding, timing of regulation, and better execution. Finally, the methods section needs more detail on the sample, data sources, how growth and entry order are measured, and how the study will deal with bias and reverse causality.

Declarations

Potential competing interests: No potential competing interests to declare.