

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.

Abstract:

- The abstract doesn't effectively summarize the paper; it briefly introduces the platform but lacks mention of the social networks, the main focus of the manuscript. This is a minor issue that can be easily addressed.

Introduction:

- The introduction lacks a clear identification of the problem, a research question, or stated academic and practical contributions. Even a tentative statement regarding a research gap or practical problem would help guide the reader and convey the paper's purpose.

Section 2 - Scope:

- Section 2 covers various aspects of social network theory on different levels (individual, team, organization, ecosystem), but the intended scope for this paper is not clear. The reviewer suggests clarifying if the firm/organization is the unit of analysis, and if so, this should be explicitly stated in the introduction. The focus on organizations should guide the scope of related research presented in Section 2.

Social Network Utilization Framework:

- Towards the end of the manuscript, there's mention of a social network utilization framework, but the reviewer couldn't identify any framework in the current draft. They recommend providing at least a rough, explicit outline of the framework to help readers understand the paper's direction.

The feedback is constructive and aims to improve clarity, focus, and coherence in the manuscript.