

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

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The article provides insight into the importance of social media in multi-sided digital platforms, focusing on the perspective of providers. It provides a theoretical foundation by exploring how social networks between suppliers can influence individual and group performance, as well as platform competitiveness.

It is an ongoing investigation, so it does not present a case study or any element that allows us to discuss any finding, experimentation or formalization of the problem. It is important to delimit the problem and focus on one aspect to later propose and execute some methodology and measure some type of result based on a formal structuring of the problem or experimentation.