

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.

The introduction provides a clear overview of the research topic, motivation, and objectives. It explains the concept and importance of digital multi-sided platforms and their reliance on micro-entrepreneurs as suppliers. It also identifies the gap in the literature regarding the role of social networks in enhancing the performance and competitive advantage of multi-sided platforms from the supplier side. It could however be improved by providing more specific research questions or hypothesis that guide the study. The paper should also provide relevant sources to support the claims of Go-Jek and Grab Bike.

In general, the paper is well-written and organized, with clear research questions, literature review, theoretical framework, and propositions. The paper provides a comprehensive overview of the relevant literature and integrates different perspectives to develop a novel framework. The paper also offers some managerial implications and directions for future research.

There are a few things however that might be considered to make the paper even stronger. For example, it would be great if the paper could back up the framework and propositions with some real-world data. Maybe through a case study, a survey, or an experiment? This would really help to show the impact of your work.

The paper does not clearly define the scope and boundaries of the framework. The paper covers a wide range of digital multi-sided platforms, such as e-commerce, sharing economy, and social media, but does not specify which types of platforms or industries are more suitable or relevant for the framework. The paper could clarify the assumptions and conditions under which the framework is applicable or generalizable, and acknowledge the potential differences or variations across different platforms or contexts.

Lastly, it might be worth considering the potential downsides of using social networks in this way. Right now, paper focuses on the positive effects, but what about the negatives? Things like conflicts, competition, opportunism, or free-riding could all come into play. It would be interesting to see how these issues could be addressed and how they might affect the framework and propositions.