

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.

Digital multi-sided platforms have experienced rapid growth, leading to the potential for exponential benefits. As the number of platforms in the market increases, users devote more effort to choose the most suitable option. Hence, it is imperative to provide a more comprehensive elucidation on the effective utilisation of social networks to enhance competitive advantage, particularly with regards to its implementation. One potential theoretical framework that might elucidate the matter at hand is the concept of a business ecosystem. The integration of the social network into the business ecosystem is crucial in order to enhance the delivery of value to platform users and therefore influence the sustainability of the business. In addition, the platform must possess an analytical tool capable of grouping providers within the business ecosystem. This would enhance the efficacy of using social networks.