

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 provides a concise overview of the article. It introduces the topic of digital multi-sided platforms, their role as intermediaries in the business world, and the potential for social networks to impact individual and team performance. It also lists relevant keywords. However, it could be more specific in summarizing the research findings and contributions.

Introduction:

The introduction sets the stage by explaining the importance of human resources within digital multi-sided platforms. It highlights the role of micro-entrepreneurs and their relationships with the platform. The introduction effectively introduces the main concepts, but it is somewhat lengthy and could be more focused.

Section 1: Social Network Theory in Social Science and Organizational Studies:

This section provides historical context for social network theory, outlining its development and application in various fields. It discusses early social network theories and their significance, which is informative for readers who may not be familiar with the subject. However, it could be streamlined to emphasize its relevance to the article's topic.

Section 2.1: Social Network Effects on Individual Performance:

This section delves into the impact of social networks on individual performance, emphasizing concepts like centrality and advice networks. The explanation is clear and well-structured. It connects social network theory to the context of digital multi-sided platforms.

Section 2.2: Social Network Effects on Team Performance:

This section explores the relationship between social networks and team performance, particularly the role of team identity. The connection between bonding and bridging social networks and team identity is explained effectively. However, the section could benefit from more practical examples to illustrate its points.

Section 2.3: Social Network Perspective as Routes of Influence:

This section discusses the role of influence within social networks and the importance of sponsorship. The article effectively links this to organizational behavior and social network theory, showcasing the complexity of influence within

these platforms. Nevertheless, the text could be more concise.

Section 2.4: Social Networks in Digital Multi-Sided Platforms:

This section highlights the relevance of social networks within digital multi-sided platforms. It explains the concept of multi-sided platforms, indirect network effects, and the role of suppliers. The text effectively connects these ideas with social network theory, but it could be made more concise for clarity.

Section 2.5: Proposed Social Network Utilization Framework:

This section introduces the proposed framework for measuring competitive advantage within digital multi-sided platforms. It explains the importance of connections, collaboration, and influence. The framework is well-structured and clear. However, it could be more concise and include practical applications.

Conclusion:

The conclusion provides a brief summary of the article's main points, emphasizing the proposed framework's importance. It mentions the need for further empirical evidence and practical implications. While it effectively wraps up the article, it could be more specific in highlighting the research's contributions.

Overall Evaluation:

The article has several strengths, including its comprehensive literature review and a well-defined theoretical framework. However, it could benefit from more practical examples, greater conciseness, and the inclusion of empirical evidence to support its claims. It is relevant to contemporary business models and digital platforms but may require further development to be accessible to a broader audience.