

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 article titled "Leveraging Social Network Utilization to Attain Competitive Advantage in Digital Multi-Sided Platforms" by Adhi Setyo Santoso explores the impact of social network utilisation on competitive advantage within the context of digital multi-sided platforms. The study investigates the role of social networks in shaping supplier behaviour and its subsequent influence on individual and team performance, ultimately contributing to the firm's overall competitive advantage. The following is my review of the article.

1. Literature: The article reviews social network theory, tracing its historical development and application in various fields, particularly organisational studies. It does this well for an extended abstract
2. Theoretical Frameworks: The article successfully integrates social network theory with concepts from organisational studies, management research, and digital platform literature.
3. Relevance and Timeliness: Given the contemporary relevance of digital multi-sided platforms and their impact on various industries, the article addresses a timely and important topic.

Areas for Improvement:

1. Empirical Evidence: The article lacks empirical evidence to support its theoretical framework.
3. Limitations: The article could benefit from a more explicit discussion of potential limitations in the proposed framework and research design. Acknowledging and addressing limitations would strengthen the overall academic rigour of the study.
4. Practical Implications: The article could elaborate more on the practical implications of the research findings. Providing insights for practitioners and policymakers would enhance the study's relevance beyond the academic context.

In Conclusion

In conclusion, Adhi Setyo Santoso's article makes a useful short contribution to the understanding of social network utilisation in digital multi-sided platforms. However, the article would benefit from empirical validation and a more explicit discussion of limitations to enhance its academic robustness. Additionally, emphasising practical implications would broaden the article's impact beyond the academic audience.

