

Review of: "Do First-Mover Advantages Really Matter for Internet Ventures in Emerging Markets? A Study of Localization and Platform Envelopment Capabilities on New Venture Growth"

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Potential competing interests: No potential competing interests to declare.

Overall, this is a solid research proposal. However, the following suggestions can further enhance it:

First, the study's contribution is not clearly articulated. Please clarify this section.

Second, while the hypotheses are supported by relevant literature and theory, the terms "entry order" and "late entrants" are used synonymously in the hypothesis development section, which might confuse readers. It is recommended that the author consistently use "late entrants" in the hypotheses to maintain clarity.