

# Review of the Literature and Research Agenda on Resource, Complementary and Ecological Boundaries in the Development of Digital Platform Business Models: Exploring the Boundaries of Success

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## Abstract

The rise of digital platforms has reshaped industries and business landscapes globally, leading to the emergence of new business models and ecosystems. Understanding the boundaries within which these digital platform business models operate is essential for sustainable success. This literature review seeks to investigate the concepts of resource, complementary, and ecological boundaries and their influence on the development and sustainability of digital platform business models. By delving into existing research and identifying gaps in the literature, we aim to propose a comprehensive research agenda that can guide future studies in this dynamic field. Resource boundaries refer to the limitations and allocations of key resources within digital platform ecosystems. These resources can include data, technology infrastructure, financial assets, human capital, and more. Understanding how resource boundaries are managed and leveraged is crucial for the success of digital platform businesses.

**Keywords:** Business models • Digital platform • Digital age

## Introduction

Data is often considered the lifeblood of digital platforms. Companies like Google, Facebook, and Amazon have demonstrated how effective data management can drive success. The literature explores various aspects of data as a resource, including data ownership, privacy concerns, and the ethical implications of data use [1]. Platform owners must establish governance structures to manage resource allocation and usage. Research on platform governance examines issues such as pricing strategies, resource sharing, and the role of intermediaries in facilitating resource exchange within ecosystems. Complementary boundaries revolve around the interplay between platform owners and external actors, such as third-party developers, users, and service providers. Managing complementary assets effectively is essential for creating value and ensuring the success of digital platforms. Digital platforms rely on complementary resources from external partners. Understanding resource dependencies and establishing mutually beneficial partnerships are critical for the sustainability of platform ecosystems. Research in this area delves into topics like API ecosystems, developer communities, and co-opetition among platform participants [2,3].

## Literature Review

In today's digital age, platform business models have emerged as transformative forces reshaping industries and economies worldwide. These

platforms connect users, providers, and consumers, creating value by facilitating exchanges, interactions, and transactions. However, the boundaries that shape and define these platforms are complex, multi-dimensional, and critical to their success. This article conducts a comprehensive literature review to explore the intricate web of resource, complementary, and ecological boundaries in the development of digital platform business models, shedding light on existing knowledge and highlighting avenues for future research [4]. Digital platforms rely heavily on digital resources, such as data, algorithms, and software infrastructure. These resources are central to platform functionality, and their management is critical to success. The ability to harness, curate, and secure these resources is a key determinant of platform competitiveness. Many digital platforms operate within ecosystems where they are dependent on external resources. These dependencies can create vulnerabilities but also opportunities for collaboration. Platforms often form partnerships with complementary providers to secure essential resources.

## Discussion

Scaling digital platforms often requires a delicate balance between resource allocation and demand. Efficient allocation of resources, including computational power and storage capacity, is crucial to maintain platform performance and user satisfaction. Complementary products and services are essential for digital platforms to create value. For instance, app stores complement smartphone platforms by offering a wide range of applications that enhance user experience. Understanding how complementary elements are integrated into platform ecosystems is crucial [5,6].

## Conclusion

The dynamic landscape of digital platform business models presents a rich field for academic inquiry and practical application. Understanding the boundaries of resources, complements, and ecosystems is vital for developing sustainable and responsible digital platforms. This literature review and research agenda provide a roadmap for future research endeavors, aiming to address the multifaceted challenges and opportunities in this evolving domain. As digital platforms continue to shape our world, an interdisciplinary approach that considers economic, social, environmental, and ethical dimensions will be essential in guiding their development and ensuring their success.

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**Received:** 03 August, 2023, Manuscript No. jbm-23-115339; **Editor assigned:** 05 August, 2023, PreQC No. P-115339; **Reviewed:** 17 August, 2023, QC No. Q-115339; **Revised:** 22 August, 2023, Manuscript No. R-115339; **Published:** 29 August, 2023, DOI: 10.37421/2223-5833.2023.13.513

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## Acknowledgement

None.

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## Conflict of Interest

None.

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**How to cite this article:** Rongr, Weror. "Review of the Literature and Research Agenda on Resource, Complementary and Ecological Boundaries in the Development of Digital Platform Business Models: Exploring the Boundaries of Success." *Arabian J Bus Manag Review* 13 (2023): 513.