

DETERMINANTS OF PLATFORM COMPLEMENTORS' SUCCESS: A 3-D EXPERIENCE

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MOTIVACIÓN CIENTÍFICA (MOTIVATION)

❖ One overlooked side in the growing research topic of platforms is the complementor (provider) one, recently identified as a research avenue that deserves more scholarly attention by several academics, which stated that a more nuanced perspective into their attributes, competitive advantage and strategies is necessary to better understand their performance and thus, comprehend their contribution to the platform owner's competitive advantage.

GAP 1

Complementors have been studied as reactive entities (platform-centered studies) and not as strategically proactive ones

GAP 2

Few papers analyzing complementor attributes, strategies and performance in a specific platform environment

GAP 3

Historical analysis of traditional business companies, but what about platform content creators?

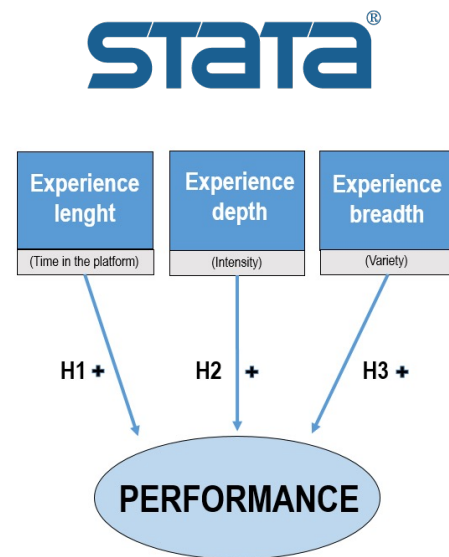
OBJETIVOS (OBJECTIVES)

- ❑ Deepen the knowledge around the determinants of complementors' performance within a certain platform environment
- ❑ Analyze whether three dimensions of experience (length, depth and breadth) influence complementor performance in a content-sharing platform

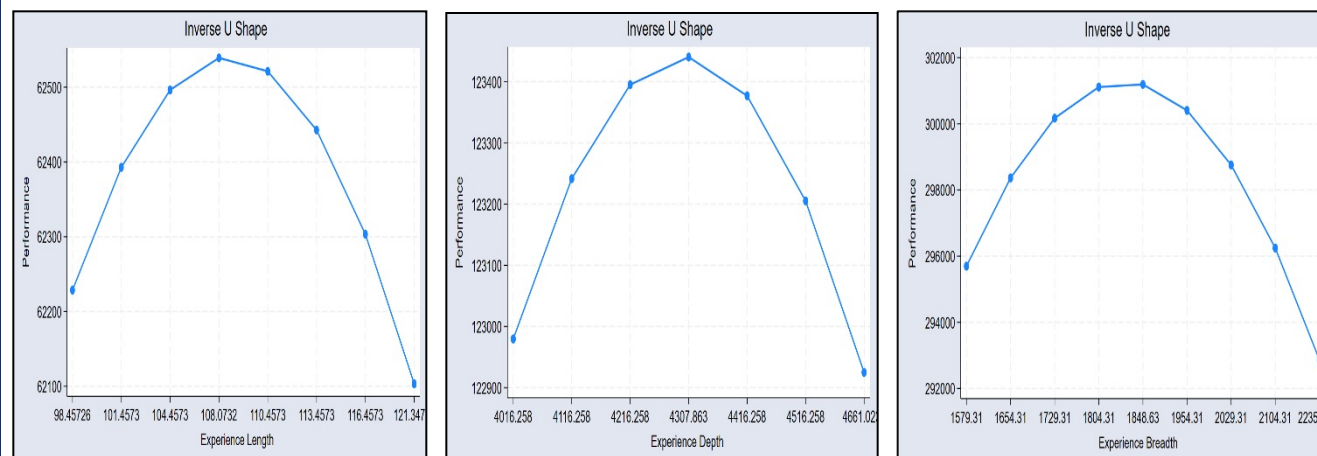
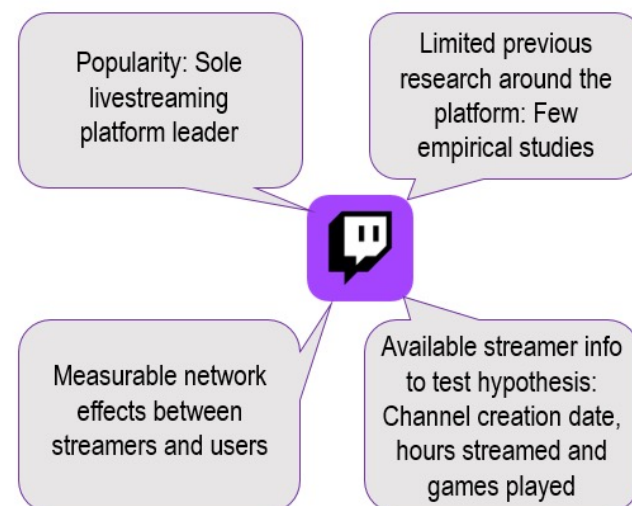
PRINCIPALES RESULTADOS (MAIN RESULTS)

- ✓ Experience Length has a positive effect on performance
- ✓ Experience Depth has a positive effect on performance
- ✓ Experience Breadth has a positive effect on performance
- ✓ In the additional analyses, all three experiences depict curvilinear inverse U-shapes, meaning that the ideal performance is reached at intermediate levels of experience

MÉTODOS (METHODS)



Research Context



BIBLIOGRAFÍA PRINCIPAL (MAIN REFERENCES)

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