





# Analysis of Structure-Conduct-Performance Pattern in The Competition of Digital Platforms in Sports Goods Market




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E d i t o r	R e v i e w e r s
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## 1. Round 1

### 1.1 Reviewer 1

Reviewer:

In the validation section, the involvement of “three interviewees, two PhD students, and three university professors” is helpful. However, please clarify how the inter-rater reliability among these parties was assessed and whether triangulation methods were employed.

Tables 5 and 6 present useful data, but the methodology behind selecting “Interview 5, 7, and 10” is unclear. Explain the rationale for choosing these particular interviews to assess reliability.

While Figure 1 is referenced, it is not sufficiently explained in the text. Please include a more detailed narrative interpretation of the relationships illustrated in the figure.

There is conceptual overlap between categories such as “Platform Design and Governance” and “Platform Competitiveness Capacity.” Consider refining these themes or better distinguishing their dimensions in the discussion.

The discussion on women’s purchasing behavior is rich, but fragmented. Consolidate citations and restructure the section to clearly connect gender behavior with SCP model implications.

The conduct section includes discussions of advertising and branding but does not explicitly link these behaviors back to structural features. Strengthen the causal logic that ties structure to conduct.

The concluding section restates earlier findings without deeper synthesis. Consider synthesizing how the five themes interact dynamically within the SCP paradigm rather than re-categorizing them.

There is inconsistent capitalization (e.g., “Value Creation” vs “value creation”) and inconsistent use of terms (e.g., “sporting goods” vs “sports goods”). Apply uniform terminology for clarity.

While Table 3 presents sub-themes and selective concepts, the coding methodology is not fully transparent. Indicate how codes were aggregated into sub-themes—perhaps with coding trees or diagrams.

Author revised the manuscript and uploaded the updated document.

## 1.2 Reviewer 2

Reviewer:

The claim that “no new information was being obtained” after 12 interviews requires evidence. Please cite specific examples of codes or themes that recurred to justify theoretical saturation.

The article states that “few studies have adapted the SCP framework to digital platform markets.” This is a strong assertion—support it with a literature review comparison or citation count to strengthen your claim.

The transition between adaptation literature and platform studies lacks synthesis. Consider adding a bridging paragraph to explicitly connect how SCP logic integrates both streams.

The manuscript lacks a limitations section. Consider adding a paragraph outlining methodological and analytical constraints, such as sample bias or thematic saturation risks.

The section on “Competitive Policies and Regulation” briefly mentions the EU and US but lacks a comparative framework. Strengthen this by offering a synthesized table or model contrasting regulatory regimes.

A large number of foundational sources are cited (e.g., Bain, Mason, Porter), but many are dated. Please supplement them with more recent contributions on SCP adaptation to digital platforms.

The section on technological innovation references AI and wearables but lacks empirical examples from interviews. Link back to primary data to validate these assertions.

Author revised the manuscript and uploaded the updated document.

## 2. Revised

Editor’s decision after revisions: Accepted.

Editor in Chief’s decision: Accepted.