

HOW TO DEFINE THE CONCEPT OF A COMPLEX PLATFORM?

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Abstract: *Today, complex platforms have evolved rapidly and are shaping not only the economy but also our daily lives. In the age of platforms, our daily habits, business opportunities and labour market structures are undergoing significant transformations. A review of the literature shows that the definition of complex platforms is not uniform. The aim of our research is to explore the platform definitions in the literature and to synthesize them into a complex platform definition that encompasses the characteristics of existing platforms. The research method is a detailed review of the literature on platforms, a mapping of the concept of platform from different aspects and the definition of a new classification criterion. We formulate a complex platform definition that combines the main elements of platform definitions in the literature. In this research, we pointed out how to define complex platforms, combining the main elements of the definitions found in the literature.*

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