Table W1: Topic models with descriptive labels

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| Models |  |  |  |  |  |  |  |  |  |  |  |  |
| Model 1 | Topic/Word | Word 1 | Word 2 | Word 3 | Word 4 | Word 5 | Word 6 | Word 7 | Word 8 | Word 9 | Word 10 | Labels |
| Topic 1 | twin | transport | service | address | airport | hie | crowd | content | landscape | business | Transport and Logistic |
| Topic 2 | fee | interpret | vertically | medium | adapt | charge | proportional | professional | integrate | advertiser | Pricing |
| Topic 3 | system | agent | complex | problem | choice | present | consider | dynamic | additional | uncertainty | Incoherent |
| Topic 4 | patient | insurance | role | health | service | physician | industrial | type | user | practice | Healthcare and insurance |
| Topic 5 | effect | characterize | rating | design | experiment | distortion | treatment | user | marketplace | feedback | Platform feature and user experience |
| Topic 6 | platform | impact | market | consumer | change | customer | social | service | influence | use | Incoherent |
| Topic 7 | quality | application | complementary | great | addition | amount | open | regulation | theoretic | finally | Complementary Product and Platform Regulation |
| Topic 8 | business | component | mechanism | capture | firm | relate | good | large | model | case | Incoherent |
| Topic 9 | user | app | platform | information | price | market | use | inform | opaqueness | fully | Incoherent |
| Topic 10 | seller | peer | buyer | market | level | effect | first | marketplace | entry | double | Peer to Peer Marketplace |
| Topic 11 | platform | game | food | effect | content | user | video | negative | popular | waste | Incoherent |
| Topic 12 | governance | structure | effectiveness | refinement | renewal | executive | disparate | contextual | collective | comparison | Platform Governance |
| Topic 13 | match | user | payment | matching | mobile | privacy | experimental | measure | market | design | Incoherent |
| Topic 14 | quality | low | high | platform | drive | strategy | rate | SME | examine | financial | Incoherent |
| Topic 15 | supply | wage | worker | competition | platform | market | competitive | economy | equilibrium | take | Incoherent |
| Topic 16 | driver | receive | call | perceive | sensitive | money | last | variable | relate | arise | Incoherent |
| Topic 17 | price | platform | side | user | profit | information | pricing | market | investment | cost | Pricing on platforms |
| Topic 18 | integration | margin | retailer | market | environment | setting | marketplace | tool | arrangement | unknown | Incoherent |
| Topic 19 | capacity | business | resource | tax | level | consider | policy | online | actor | process | Incoherent |
| Topic 20 | platform | business | digital | sided | side | base | market | model | multi | use | General Words related to platform |
| Model 2 | Topic 1 | platform | user | information | side | match | competition | market | strategic | game | service | Game theory to understand competition among platforms |
| Topic 2 | vertical | task | fee | vertically | interpret | relate | charge | buyer | retailer | set | Platform Pricing and buyer perspective |
| Topic 3 | platform | creation | customer | sided | internal | model | develop | jailbreak | balance | mechanism | Customer Centric side of Platform |
| Topic 4 | digital | platform | practice | patient | insurance | service | drug | care | system | establish | Healthcare and Insurance Platform |
| Topic 5 | user | effect | platform | design | hurt | negative | advertiser | information | privacy | choice | Platform design and experience |
| Topic 6 | platform | digital | side | business | base | sided | new | multi | knowledge | service | General words on platform |
| Topic 7 | business | MSP | company | transformation | service | provider | quality | model | mobility | security | Transformative Role of Platform on business |
| Topic 8 | business | power | online | government | level | structure | model | tax | reduction | governance | Platform Governance and Taxation |
| Topic 9 | website | review | collusion | collusive | may | would | home | strike | cartel | resp | Incoherent |
| Topic 10 | platform | market | price | seller | side | high | effect | strategy | consumer | quality | Pricing and fee sharing on platforms |
| Model 3 | Topic 1 | Platform | sided | profit | share | price | pricing | content | economy | customer | consumer | Platform economy and Pricing Strategies |
| Topic 2 | cost | high | low | traditional | customer | first | operation | consumer | always | several | Incoherent |
| Topic 3 | platform | digital | effect | service | market | strategy | sided | show | use | business | Digital business platform and strategies |
| Topic 4 | medium | market | knowledge | design | organization | product | service | relative | traditional | environment | Incoherent |
| Topic 5 | user | network | information | digital | business | effect | type | benefit | platform | service | Digital Platform as information network |
| Topic 6 | innovation | company | platform | manager | establish | key | create | analyze | business | large | Digital Business platform and market competition |
| Topic 7 | platform | market | level | party | first | increase | use | content | competition | product | Platforms and Content Strategy |
| Topic 8 | business | framework | digital | new | capture | creation | innovation | knowledge | platform | customer | Frameworks to understand the Creation and Capture of digital business platform |
| Topic 9 | drive | quality | innovation | strategy | process | platform | develop | perspective | dynamic | support | Incoherent |
| Topic 10 | innovation | policy | resource | demand | make | economic | technology | need | play | role | Platform Policy |
| Model 4 | Topic 1 | platform | market | sided | multi | role | literature | strategy | well | finding | digital | Strategy related to digital business platform |
| Topic 2 | digital | platform | activity | emerge | good | product | medium | dynamic | consumer | take | Digital Platform and emerging digital activities |
| Topic 3 | business | platform | innovation | digital | multi | knowledge | literature | new | sided | creation | Incoherent |
| Topic 4 | innovation | business | network | role | theory | industry | digital | platform | use | policy | Network Theory and Platforms |
| Topic 5 | platform | service | network | provider | effect | digital | show | use | process | implication | Incoherent |
| Topic 6 | digital | creation | create | platform | sided | product | establish | analyze | well | investigate | Content and Digital Platform |
| Topic 7 | platform | cost | high | market | consumer | price | profit | pricing | first | party | Platform Economics and Pricing Strategy |
| Topic 8 | platform | business | digital | use | sided | drive | new | develop | company | decision | Incoherent |
| Topic 9 | market | platform | design | competition | economy | supply | sided | demand | use | impact | Competition and economic aspects of Digital Business Platforms |
| Topic 10 | platform | user | effect | price | sided | service | strategy | quality | driver | find | Price and quality as drivers of customer centric strategy |
| Model 5 | Topic 1 | platform | side | sided | literature | knowledge | base | multi | explore | drive | investigate | Digital Business Platform Ecosystem |
| Topic 2 | strategy | platform | consumer | high | cost | result | customer | pricing | low | profit | Pricing strategies for Digital Platforms |
| Topic 3 | platform | find | finding | impact | factor | influence | implication | service | number | online | Factors Influencing the platforms |
| Topic 4 | user | side | information | increase | strategic | type | content | effect | design | match | User-Centric Strategic Factors |
| Topic 5 | digital | innovation | MSP | process | role | industry | technology | change | economy | creation | Multi-Sided Platform (MSP) and Innovation |
| Topic 6 | service | provider | show | theory | network | transaction | provide | system | practice | discuss | Application of Network Theory |
| Topic 7 | platform | develop | make | investment | decision | economic | context | integration | medium | address | Investment and Integration decisions related to Digital Business Platform |
| Topic 8 | business | model | firm | framework | company | provide | propose | level | create | key | Models and Framework in Digital Business Platforms |
| Topic 9 | market | price | platform | competition | product | effect | driver | seller | lead | share | Market Dynamics and Competition in Digital Platforms |
| Topic 10 | dynamic | datum | analysis | result | design | approach | emerge | offer | understand | article | Incoherent |
| Model 6 | Topic 0 | user | result | price | customer | increase | effect | high | cost | find | level | Pricing and Cost Analysis |
| Topic 1 | strategy | firm | finding | MSP | product | provide | datum | theory | knowledge | transaction | Strategic Frameworks and Knowledge Management |
| Topic 2 | platform | side | service | market | sided | show | network | dynamic | design | impact | Network and its Impact |
| Topic 3 | business | digital | base | model | innovation | literature | provider | framework | process | author | Business Models and innovation |