

The article delves into the intricacies of the platform business model enabled by the internet and digital technologies, highlighting its significance in the contemporary business landscape. At its core, this model thrives on a dynamic interplay of various factors, as elucidated by the authors' model. While the basic premise revolves around the mutual attraction between users and content/services, real-world scenarios reveal a more nuanced picture, encompassing diverse platform types.

The integration of AI, particularly machine learning and neural networks, emerges as a pivotal element shaping the platform business model. AI not only augments existing feedback loops but also engenders new ones, propelling the model's evolution and efficacy. By harnessing data accumulation and exploitation, AI fortifies the platform's services, processes, and overall business model quality.

Moreover, the article advocates for a deeper understanding of AI's impact on business models, urging managers and entrepreneurs to scrutinize the efficacy of AI feedback loops within their respective contexts. This entails a strategic evaluation of how AI can be leveraged to fortify and optimize business model dynamics, fostering resilience and competitive advantage in a rapidly evolving landscape.