

Articles

Research article

УДК: 342, 347, 349. 6

DOI:10.17323/2713-2749.2022.4.14.33

The Emergence of Online Delivery Platforms as Capital, Culture and Code: The Changing Paradigm



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Abstract

The author's aims in the article are to address the understanding of platforms, through their shared properties of infrastructure and how the lines of differentiation are blurring in urban spaces. In doing so, authors of the article outline the growth of online food aggregator delivery platforms and factors that accelerated their growth. Further, the authors try to shed light on the multiplicity of algorithms by dissecting online platforms into individual algorithmic components. The disassembling of the platform improved the cognizance of various ways in which algorithms within these platforms affects the users and partners. Lastly, the authors highlight various ways and means in which online platforms are governed in urban spaces. The study finds that although both platforms and government have certain safeguards for their users and partners, but lack in strategy efforts for technological innovation under the realm of trust.

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The article was submitted to the editorial office 14.11.2022; approved after reviewing 27.11.2022; accepted for publication 30.11.2022.