



Varieties of Platform Capitalism?

How competition and regimes relate to the diversity of food delivery platforms across Europe and North America

Dzifa Ametowobla, BTU Cottbus-Senftenberg
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Digital platforms and the supposed future of capitalism

Platform capitalism debate

- Platforms: uniform model, self-employed labour & venture capital
- Platform capitalism: monopolies, ignoring regulation & labor protections

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vs.

Sociological theories of capitalist economies

- **Competition:** firms compete in markets via diverse conceptions of control
- **Comparative capitalism:** diverse regimes prefer or hinder varying firm models

➔ *Are platforms exceptions or do these theories still apply?*

Research questions

- How diverse are platform models in the food delivery sector across Europe and North America?
- What competitive patterns exist and how do they relate to the diversity of platform models?
- How do the diversity of platform models and competitive patterns relate to national institutional regimes?

Research design

Sample

- 32 countries (30 in Europe, USA, Canada)
- 2-4 dominant food delivery platforms

Data & Methods

- Standardized questionnaires, desk research (research team, freelancers)
- Variables: contract type, venture capital, corporate status, regime types
- Methods: descriptive statistics, network analysis, MCA



Results

How diverse are platform models in the food delivery sector across Europe and North America?



Diversity of platform models across Europe and North America

Contract type combinations	Total	
	N	%
Only self-employed	29	32 %
Self-employed + secondary	35	38 %
Self-employed & employed + secondary	11	12 %
Employed + secondary	4	4 %
Only employed	12	13 %
Total	91	100 %

Contract type combinations used by dominant food delivery platforms in Europe and North America (N=91)

North America: USA, Canada
 + secondary: additional use of contract types *subcontracted* and/or *other*

Diversity of platform models across Europe and North America

Contract type combinations	Europe		North America		Total	
	N	%	N	%	N	%
Only self-employed	23	27 %	6	100 %	29	32 %
Self-employed + secondary	35	41 %	0	0 %	35	38 %
Self-employed & employed + secondary	11	13 %	0	0 %	11	12 %
Employed + secondary	4	5 %	0	0 %	4	4 %
Only employed	12	14 %	0	0 %	12	13 %
Total	85	100 %	6	100 %	91	100 %

Contract type combinations used by dominant food delivery platforms in Europe and North America (N=91)

North America: USA, Canada

+ secondary: additional use of contract types *subcontracted* and/or *other*

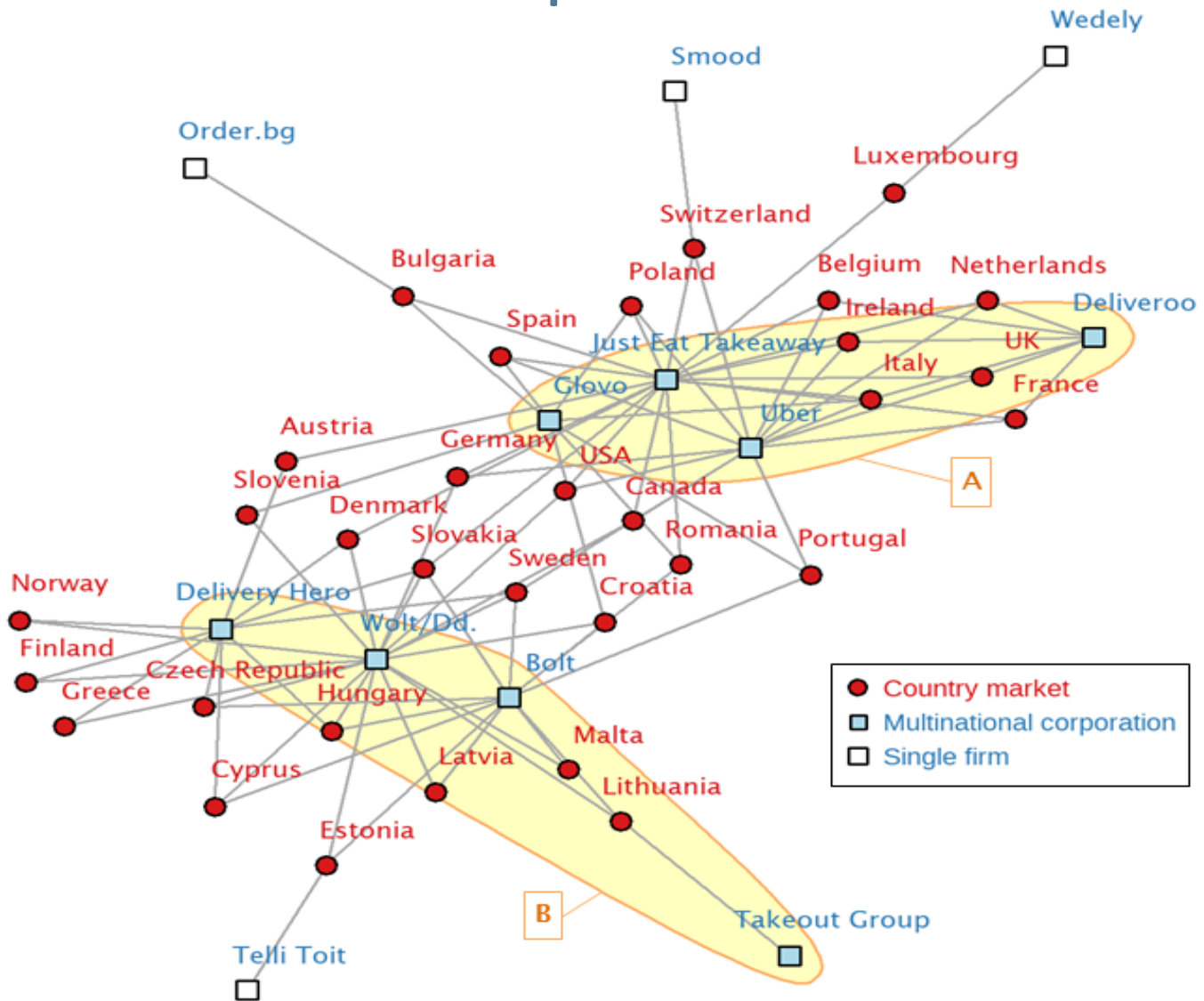


Results

What competitive patterns exist and how do they relate to the diversity of platform models?

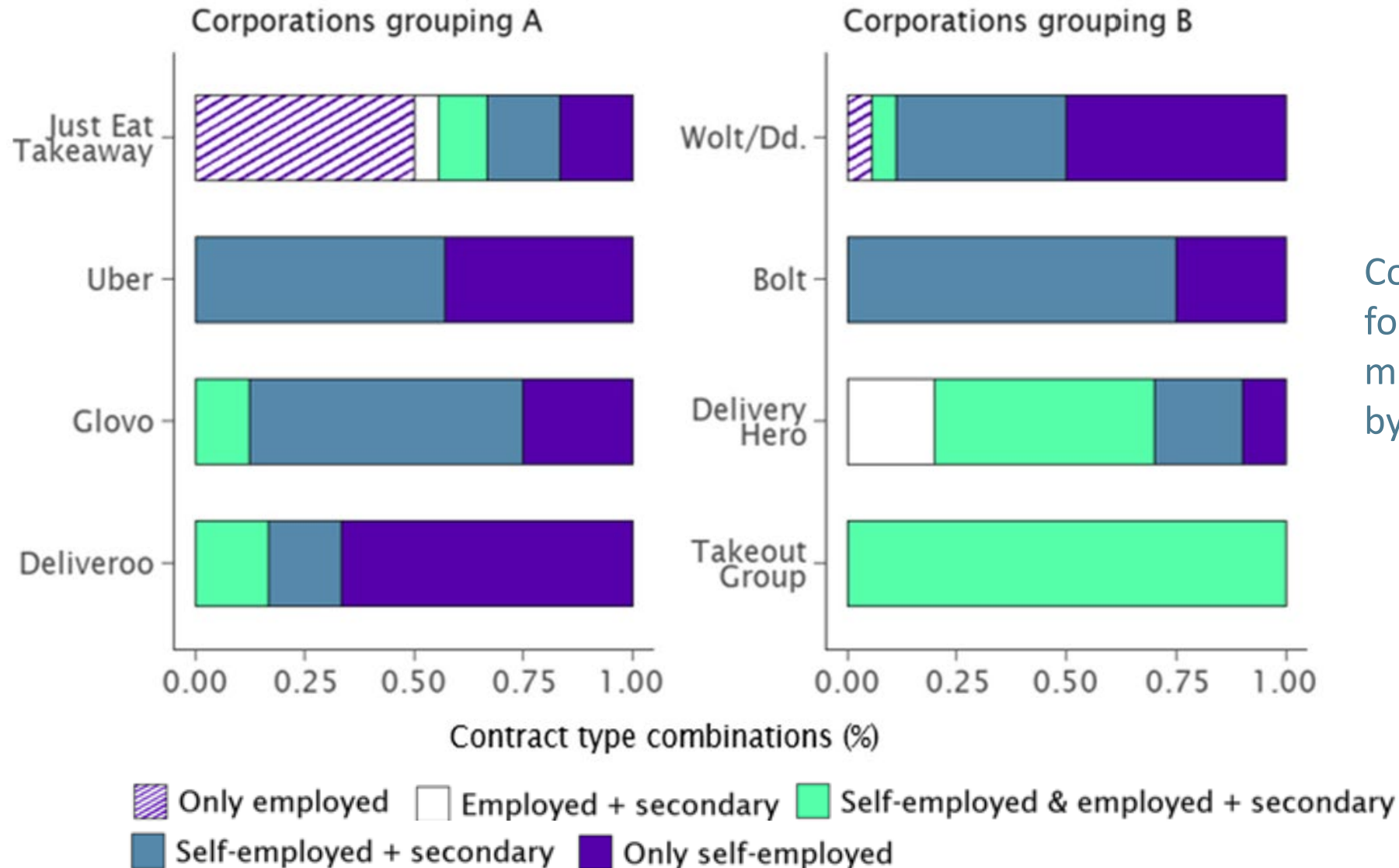


Patterns of competition



Multinational corporations and single platform firms in country markets (N=91)

Patterns of competition



Contract type combinations for platforms operated by multinational corporations, by groupings A & B

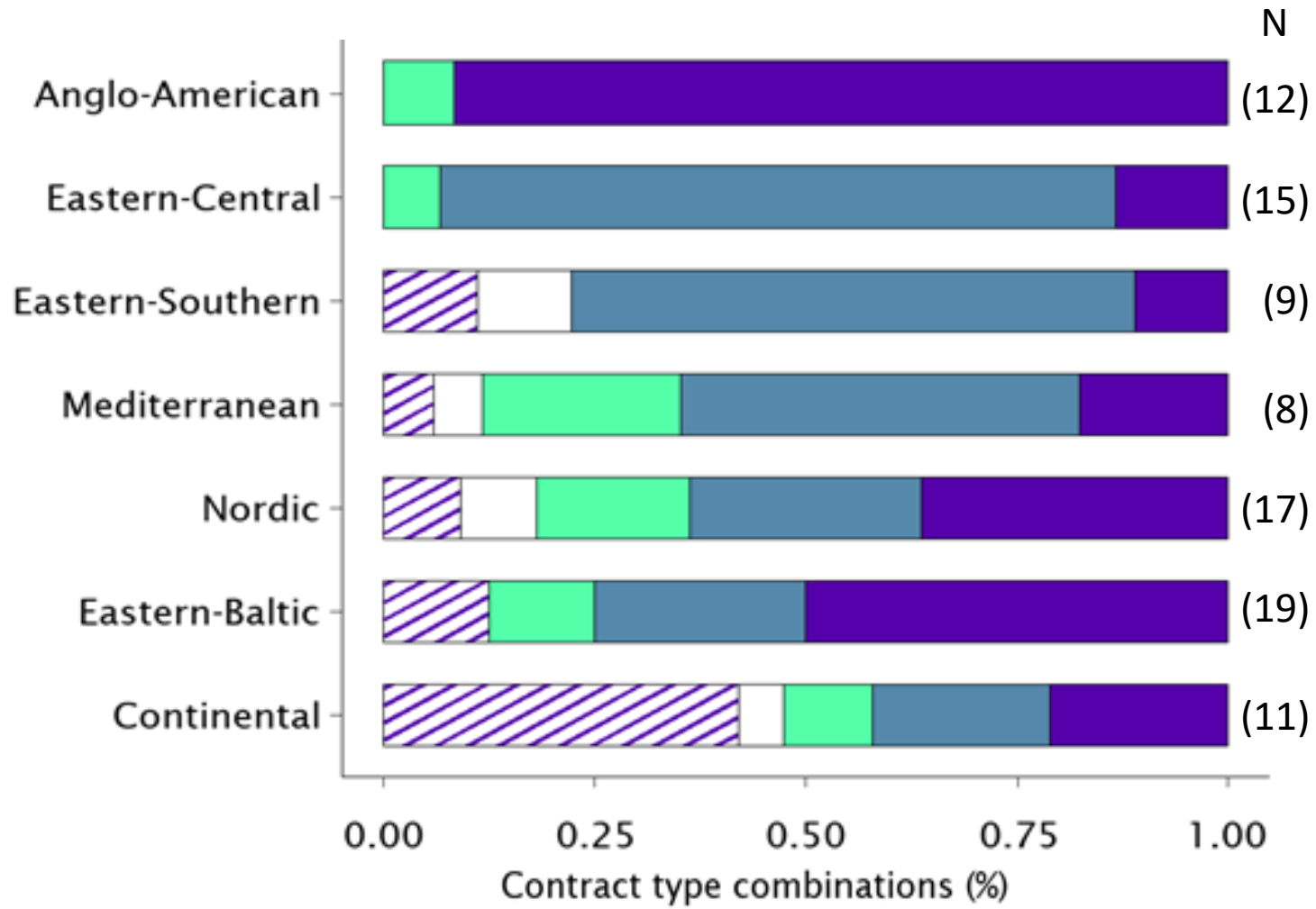


Results

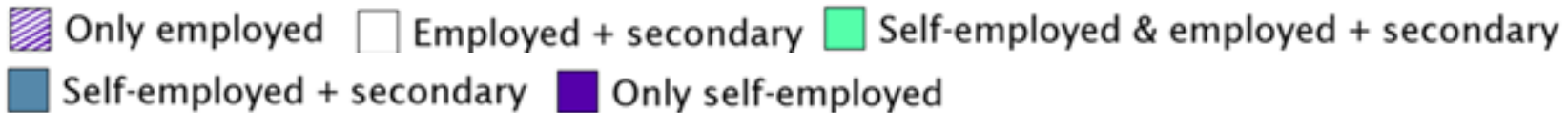
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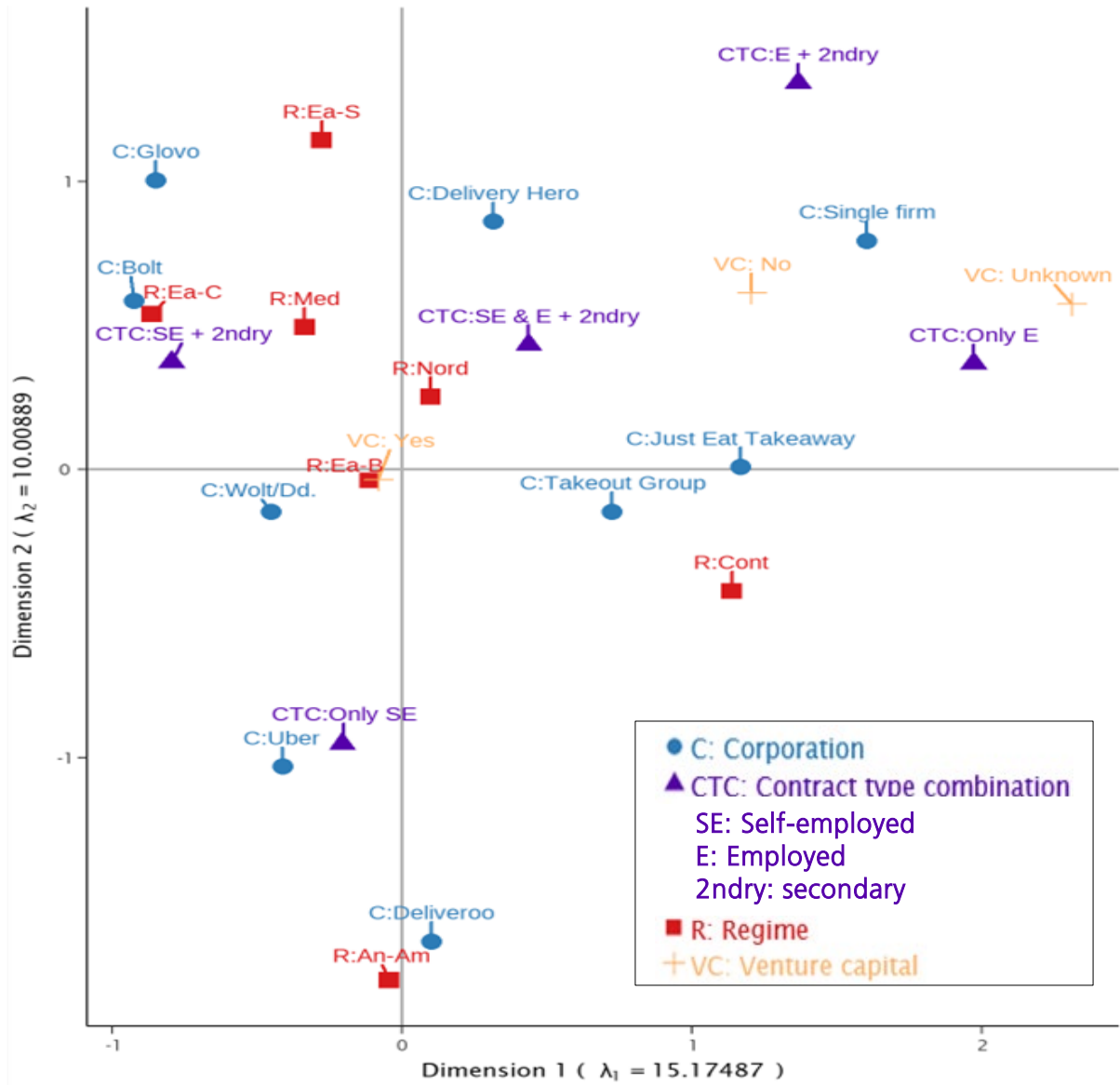
Relation of platform models, competitive patterns and regimes



Share of contract type combinations for platforms (N=91), per regime

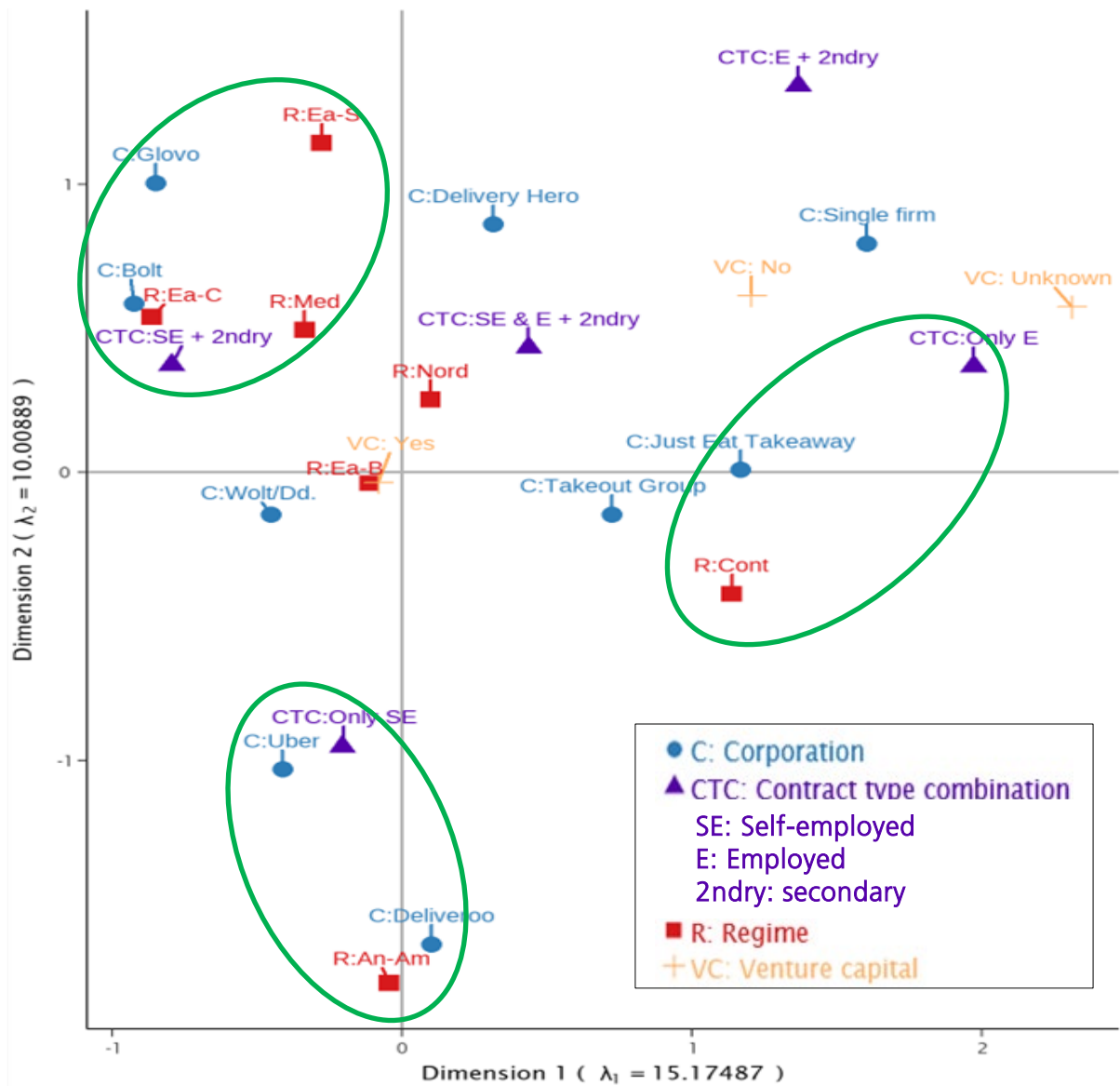


Relation of platform models, competitive patterns and regimes



MCA of contract type, corporation and regime with passive variable venture capital

Relation of platform models, competitive patterns and regimes



MCA of contract type, corporation and regime with passive variable venture capital



Conclusions



Conclusion: Patterns of diversity

- How diverse are platform models in the food delivery sector across Europe and North America?

Highly uniform in North America, highly diverse (employment) in Europe

- What competitive patterns exist and how do they relate to the diversity of platform models?

International corporations competing in clusters, flexible model preferences

- How do the diversity of platform models and competitive patterns relate to national institutional regimes?

Systematic correlations, aligned with degree of regulation in regime types

Conclusion: Varieties of platform capitalism

- Platforms are novel form of enterprise with typical, but not uniform model
- Platforms adapt to competition and institutional frameworks

„Platform“ capitalism remains diverse



Thank you!

More details: <https://www.researchgate.net/publication/374631141>

