


Chapter 11

Enhancing Local Supply Chains Through Platform–Based Models: A Case Study of Women's Cooperatives

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ABSTRACT

The study focuses on how local supply chains can be strengthened through platform-based supply chains. The integration of women's cooperatives, which are local supply chain actors in a disaster-affected city, into a platform-based supply chain and the contributions of this integration to the sustainability of women's cooperatives are discussed. The study is important because it focuses on local supply chains, defines women's cooperatives as local supply chain actors, and uses the integration of local supply chains in a disaster-affected city into platform-based supply chains as a case study. When the findings of the study are analyzed, it is concluded that local supply chains have achieved significant gains in many areas through platform-based supply chains. When the integration process is managed by the state, it has been found that the integration is carried out in a problem-solving manner and genuinely contributes to the development of the local supply chain.

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1. INTRODUCTION

Platform-based supply chains and local supply chains are two noteworthy concepts that are frequently encountered in theory and practice (Gawer, 2021; Wei & Pardo, 2024; Thilmany, Canales, Low, & Boys, 2021). There are separate studies on the two concepts in the literature, and the number of studies is increasing (Cullotta, Blome, & Henke, 2024; McDougall & Davis 2024, Guo & He, 2022). Platforms, which have attracted attention from different stakeholders in recent years and continue to grow rapidly (Wang, Du, Hu, & Tang, 2023, p. 93), are defined as one of the areas that can enable local supply chains to develop and strengthen by leveraging platform power (Butollo, 2021; Gore, 2024, p. 8; Suhara & Muttaqien, 2025, p. 12; Trabucchi & Buganza, 2020; Wang, Rabinovich, Richards, 2022; Zhou, Liu, Li, Zhang, & Lev, 2023). In this direction, studies emphasize that local supply chains should be supported by digital platforms, local digital marketplaces should be created, platform-based, shared supply chains should be established, and local supply chains should be integrated into these structures (Abatekassa & Peterson, 2011; Gore, 2024, p. 8; Özenir, 2024, pp. 146-147).

In the literature, the contributions of platform-based supply chains to the strengthening of local supply chains have not yet been discussed in detail (Xu, Zhang & Liu, 2024). To the best of our knowledge, there has not yet been a comprehensive literature review of studies that examine the concepts of local supply chains and platform-based supply chains together. In addition, based on the literature review presented in the following sections, the lack of case studies examining the integration of local supply chains into platform-based supply chains is noteworthy.

In order to fill these gaps in the literature, this study seeks to answer the following research questions (RQs):

- RQ1: What is the current status of the concepts of platform-based supply chains and local supply chains in the literature?
- RQ2: What are the contributions of platform-based supply chains to the strengthening of local supply chains?
- RQ3: How can local supply chains be integrated into platform-based supply chains?
- RQ4: How does this integration contribute to sustainability?

A two-stage methodology was adopted to answer the above research questions (Figure 1). To answer RQ1 and RQ2, a systematic literature review was conducted using the PRISMA 2020 (Preferred Reporting Items for Systematic reviews and Meta-Analyses) protocol (Page et al., 2021). In order to answer RQ3 and RQ4, the platform-based supply chain model, which was created jointly by the socially-oriented

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