

Platform Strategy Research Symposium

Boston University
Thursday July 14, 2016



Scientific Committee: Kevin Boudreau, Andrei Hagiu, Geoffrey Parker, Marshall Van Alstyne

- 7:30 - 8:20 am **Breakfast at Boston University Executive Leadership Center, Room 428**
8:20 - 8:30 am **Opening Remarks & Welcome - Kenneth W. Freeman**, Allen Questrom Professor and Dean
Questrom School of Business, Boston University, **Room 404**
8:30 - 9:00 am **Opening Address - Peter Coles**, Head Policy Economist, Airbnb, **Room 404**

9:00 - 10:30 am

Session 1

Seeding the Technology S-Curve? The Role of Early Adopters in Technology Diffusion

Authors: **Christian Catalini** and Catherine Tucker

Discussant: Erina Ytsma

Competition between Equity Crowdfunding Platforms: Network Effects vs Matching Efficiency

Authors: Esther Gal-Or, Ronen Gal-Or and **Nabita Penmetsa**

Discussant: Melissa Schilling

Can You Gig It? An Empirical Examination of the Gig-Economy and Entrepreneurial Activity

Authors: Gordon Burtch, Seth Carnahan and **Brad Greenwood**

Discussant: Tim Simcoe

10:30 - 11:00 am

Coffee Break

11:00 am - 12:30 pm

Session 2

Does Platform Owner's Entry Crowd out Innovation? Evidence from Google Photos

Authors: **Jens Förderer**, Thomas Kude, Sunil Mithas and Armin Heinzl

Discussant: Shadi Jananefat

The Evolution of Digital Ecosystems: A Case of WordPress from 2004 to 2014

Authors: **Sungyong Um**, Youngjin Yoo and Sunil Wattal

Discussant: Carliss Baldwin

Reload and Relaunch: Strategic Governance of Platform Ecosystems

Authors: **Joost Rietveld**, Melissa Schilling and Cristiano Bellavitis

Discussant: Geneviève Bassellier

12:30 - 1:30 pm

Lunch

Platform Strategy Research Symposium

1:30 - 3:00 pm

Session 3

Assessing and Quantifying Network Effects in an Online Dating Market

Authors: Gordon Burtch and **Jui Ramaprasad**

Discussant: Chiara Farronato

An 'Airbnb for Electricity': Institutional Theory For a Platform Model In an Historically Regulated Industry

Author: **Lynne Kiesling**

Discussant: Sunil Mithas

Measuring the Platform Economy - Towards a Research Agenda for the Platform Community

Author: **Peter Evans**

Discussant: Michael A. Cusumano

3:00 - 3:30 pm

Afternoon Coffee and Snack Break

3:30 - 5:00 pm

Session 4

The Role of APIs in the Economy

Authors: **Seth Benzell**, **Guillermo Lagarda** and Marshall Van Alstyne

Discussant: Youngjin Yoo

Selling Platforms

Authors: **Hemant Bhargava** and Olivier Rubel

Discussant: Gleb Romanyuk

Fireside Chat on Platform Regulation

Eric Clemons, University of Pennsylvania Wharton School

Eric Peters, Deputy Head of EU single digital market commission

5:00 - 5:45 pm

Closing Address - David Teece, Thomas W. Tusher Chair in Global Business, University of California, Berkeley

5:45 - 6:00 pm

Walk to "The Castle" (225 Bay State Road) for Reception and Dinner

6:00 - 7:00 pm

Reception and Poster Presentations

Determinants of Matching in Online Labor Markets: A Structural Two-Sided Matching Model

Author: **Jing Gong**

Investigating the Moderating Role of Platform Strategies

Author: **Xing Wan**

Online Platforms: Do They Benefit Consumers?

Author: **Talal Rahim**

Does Caring Affect Sharing? Role of Relationship Norms in Responses to Online Reviews of P2P Services

Authors: Raji Srinivasan and **Nailya Ordabayeva**

Cultivating a Collaborative Consumption Platform: Lessons Learnt from GoGet Car-Share in Australia

Authors: Felix Ter Chian Tan, Michael Cahalane, Barney Tan and **Jan Ondrus**

Optimizing a Menu of Multi-format Subscription Plans for

Advertising-Supported Media Platforms

Authors: Vamsi Kanuri, Murali Mantrala and Esther Thorson

7:00 - 7:20 pm

Piano Concert by Christopher Tuite

7:20 - 9:00 pm

Workshop Dinner