

Platform Strategy Research Symposium

Boston University
Thursday July 25, 2013

Organizers

Geoffrey Parker, Tulane University
Marshall Van Alstyne, Boston University

Strategic Focus

Platform business models are rapidly reshaping the structures and conditions of industries such as media, energy, telecommunications, social networking, publishing, academia, gaming, and retail. Organizations are finding their current business models to be insufficient or ineffective for addressing the challenges and behavior of platform-based markets.

A Global Community of Scholars

This full-day workshop will give participants the opportunity to interact with academics at the forefront of Platform Strategy research and with executive sponsors from industries facing these strategic challenges.

Key Topics

- Platform business models
- Platform launch
- Two Sided Networks
- Internal organization
- Pricing strategy
- Open Innovation
- Multihoming
- Competition
- Platform Envelopment
- Transition issues
- Government policy
- Standards organizations

Call For Papers

Scholars with an interest in Platform Strategy and related themes are invited to submit papers for consideration. All types of research papers are welcome, including empirical research, theoretical modeling, and case studies. At author discretion, the best papers may also be considered for publication in Sloan Management Review.

Submission Deadline: May 30, 2013

Register Online

\$300 fee includes Workshop Sessions, Networking Lunch and Conference Dinner. Fee waived for Presenters & Discussants.

platformeconomics.org/symposium2013

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