

# Geoffrey G. Parker

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## Education

Ph.D. Management Science (Operations Management, Statistics), MIT, 1998.

M.S. Electrical Engineering (Technology and Policy Program), MIT, 1993.

B.S. Electrical Engineering and Computer Science, Princeton University, 1986.

## Employment

Dartmouth College, 2016–present.

Tulane University, 1998–2016.

GE Healthcare, 1986–1990.

GE Semiconductor, 1985 (Summer).

## Academic Appointments

Professor, Dartmouth College, School of Engineering, 2016–present.

Professor, Tulane University, School of Business, 2011–2016.

Associate Professor, Tulane University, School of Business, 2004–2011.

Assistant Professor, Tulane University, School of Business, 1998–2004.

## Administrative and Visiting Appointments

Director, Master of Engineering Management Program, Thayer School of Engineering 7/2016–present.

Fellow & Visiting Scholar, MIT Sloan School - Initiative on the Digital Economy 9/2011–present.

Visiting Professor, Thayer School of Engineering, Dartmouth College 10/2015–6/2016.

Director, Tulane Energy Institute 7/2006–6/2016.

Area Head, Management Science, Tulane University-A. B. Freeman School of Business 2011-2014.

Visiting Professor, Boston University School of Management, 2000.

## Professional Service

Department Editor–eBusiness and Operations, *Production and Operations Management*, 2018–present.

Senior Editor, *Production and Operations Management*, 2003–present.

Member, *GE Africa Learning Advisory Board*, 2013–2019.

Department Editor–special issue, *Information Systems Research*, 2016–2018.

Chair, *U.S.-Israel Energy Summit (sponsored by M. Landrieu - Chair, U.S. Senate Energy Committee)*, 2014.

President, *Industry Studies Association*, 2013–2015.

Board, *Industry Studies Association*, 2011–2013 (Treasurer); 2015–2017 (Member).

Panelist, *National Science Foundation*, 2009–2011.

Associate Editor–special issue, *Information Systems Research*, 2013–2015.

Department Editor–special issue, *Production and Operations Management*, 2010–2013.

Associate Editor–special issue, *MIS-Quarterly*, 2010–2011.

Associate Editor, *Management Science*, 2005–2008.

Co-Chair and Co-Founder, *MIT Platform Strategy Summit*, 2013, 2014, 2015, 2016, 2017, 2018.

Co-Chair and Co-Founder, *BU Platform Research Symposium*, 2013, 2014, 2015, 2016, 2017, 2018.

Co-Chair, *Workshop on Information Systems and Economics (WISE)*, 2002, 2008, 2013.

Track Chair, Energy Markets & Regulation, Sloan Foundation Industry Studies Conference, 2009, 2010.

Track Chair, Product Innovation and Technology Management, POMS Conference, 2008.

Ad Hoc Reviews: *Academy of Management Review*, *California Management Review*, *Decision Sciences*, *Energy Economics*, *IEEE Transactions on Engineering Management*, *Information Systems Research*, *Interfaces*, *International Journal of Production and Operations Management*, *Journal of Industrial Economics*, *Journal of Operations Management*, *Journal of Product Innovation Management*, *Management Science*, *Manufacturing and Service Operations Management*, *National Science Foundation*, *Natural Sciences and Engineering Research Council of Canada*, *Production and Operations Management*, *Research Policy*, *Review of Economic Studies*

## Publications

Publications are organized into three tracks. Track 1: Information Economics and Platforms, Track 2: Energy, Operations, and Supply Chain Management, Track 3: Healthcare

### *Articles and Proceedings - Track 1: Information Economics and Platforms*

1. Henfridsson, O., P. Hukal, G. Parker, M. Shaikh, (conditionally accepted) "Platform Signaling for Generating Platform Content." *MIS Quarterly*.
2. E. Anderson, G. Parker, B. Tan (forthcoming) "Platform Pricing and Investment to Drive Third Party Value Creation in Two-Sided Networks." *Information Systems Research*.
3. H. Huang, G. Parker, Y. Tan, H. Xu (forthcoming) "Altruism or Shrewd Business? Implications of Technology Openness on Platform Innovations and Competition." *MIS Quarterly*.
4. G. Parker, M. Van Alstyne, (2018). "Innovation, Openness, and Platform Control." *Management Science*. Vol. 64, No. 7. **2019 Management Science Best IS Paper Award.**
5. P. Constantinides, O. Henfridsson, G. Parker (2018). "Platforms and Infrastructures in the Digital Age." Special issue editorial and survey, *Information Systems Research*.
6. G. Parker, M. Van Alstyne, X. Jiang, (2017) "Platform Ecosystems: How Developers Invert the Firm." *MIS Quarterly*. Vol. 41, No. 1. **(1) 2018 MISQ Best Paper Award; (2) 2018 Association for Information Systems Best Paper Award.**
7. M. Van Alstyne, Parker, G., (2017). "Platform Business: From Resources to Relationships." *GfK Marketing Intelligence Review*, Vol. 9, No. 1.
8. X. Wan, J. Cenamor, G. Parker, M. Van Alstyne. (2017). "Unraveling Platform Strategies: A Review from an Organizational Ambidexterity Perspective." *Sustainability*. Vol. 9, No. 5.
9. M. Van Alstyne, G. Parker, S. Choudary (2016). "Pipelines, Platforms, and the New Rules of Strategy." *Harvard Business Review*. Vol. 94, No. 4. **Included in: (1) HBR's 10 Must Reads for 2017; (2) HBR's 10 Must Reads on Business Model Innovation Business Model Innovation, 2019.**
10. E. Anderson, G. Parker, B. Tan (2014) "Platform Feature Investment in the Presence of Network Externalities." *Information Systems Research*. Vol. 25, No. 1.
11. Parker, G., M. Van Alstyne (2014) "Platform Strategy." In the Palgrave Encyclopedia of Strategic Management. M. Augier and D. Teece (eds.).
12. T. Eisenmann, G. Parker, M. Van Alstyne. (2011) "Platform Envelopment." *Strategic Management Journal*. Vol. 32.
13. G. Parker, M. Van Alstyne (2009). "Six Challenges in Platform Licensing and Open Innovation." *Communications & Strategies*, No. 74 (2nd Quarter).
14. T. Eisenmann, G. Parker, M. Van Alstyne (2006). "Strategy for Two-Sided Markets," *Harvard Business Review*, Vol. 84, No. 10. **On the HBR all time Top 50 list.**
15. G. Parker, M. Van Alstyne (2005). "Two-Sided Network Effects: A Theory of Information Product Design." *Management Science*, Vol 51, No. 10.
16. T. Noe, G. Parker (2005). "Winner Take All: Competition, Strategy, and the Structure of Returns in the Internet Economy." *Journal of Economics and Management Strategy*, Vol. 14, No. 1.

17. G. Parker and M. Van Alstyne (2005). "Mechanism Design to Promote Free Market and Open Source Software Innovation" IEEE Computer Society: Proceedings of the 38<sup>th</sup> Hawaii International Conference on System Sciences.
18. Parker, G., M. Van Alstyne. (2000). "Information complements, substitutes, and strategic product design." Proceedings of the twenty 1<sup>st</sup> International Conference on Information Systems. Association for Information Systems, 13-15.
19. Parker, G., M. Van Alstyne. (2000). "Internetwork externalities and free information goods." Proceedings of the Second ACM conference on Electronic Commerce. Association for Computing Machinery, 107-116.

*Articles and Proceedings - Track 2: Energy, Operations, and Supply Chain Management*

20. G. Parker, B. Tan, O. Kazan (forthcoming). "Electric Power Industry: Operational and Public Policy Challenges and Opportunities." *Production and Operations Management*.
21. H. Huang, L. Liu, G. Parker, Y. Tan, H. Xu (2019) "Multi-Attribute Procurement Auctions in the Presence of Satisfaction Risk" *Production and Operations Management*. Vol. 28 No. 5.
22. E. Anderson, X. Jiang, G. Parker, B. Tan (2019) "Systems Integration and the Dynamics of Partial Outsourcing." *Production and Operations Management*. Vol. 28 No. 2.
23. E. Anderson, A. Chandrasekaran, A. Davis-Blake, G. Parker. (2018) "Managing Distributed Product Development Projects: Integration Strategies for Time-Zone and Language Barriers" *Information Systems Research*. Vol. 29 No. 1.
24. E. Shittu, G. Parker, N. Mock (2018). "Improving Communication Resilience for Effective Disaster Relief Operations," *Environment, Systems and Decisions*.
25. R. Tabors, M. Caramanis, E. Ntakou, G. Parker, M. Van Alstyne, P. Centolella, R. Hornby (2017), "Distributed Energy Resources: New Markets and New Products." Hawaii International Conference on System Sciences.
26. X. Jiang, G. Parker, E. Shittu (2016) "Envelope Modeling of Renewable Resource Variability and Capacity." *Computers and Operations Research*. Vol. 66, February.
27. E. Shittu, X. Jiang, G. Parker (2015). "Energy Technology Investments in Competitive and Regulatory Environments," *Environment, Systems and Decisions*. Vol. 35, No. 4.
28. J. Grahovac, G. Parker, D. Shittu. (2015) "Modularity, Internal and External Investment, and Outsourcing." *Production and Operations Management*. Vol. 24, No. 3.
29. X. Jiang, R. Mettu, K. B. Venable, G. Parker (2015) "Flexibility meets Variability: A multi-agent constraint based approach for incorporating renewables into the power grid" Proceedings, AAAI Workshop on Computational Sustainability.
30. E. Anderson, G. Parker (2013). "Integration of Global Knowledge Networks." *Production and Operations Management*. Vol. 22, No. 6.
31. E. Anderson, G. Parker (2013). "Integration and Cospecialization of Emerging Complementary Technologies by Startups." *Production and Operations Management*. Vol. 22, No. 6.
32. J. Amaral, E. Anderson, G. Parker. (2011) "How to Succeed in Distributed Product Development." *Sloan Management Review*. Vol. 52, No. 2 (Winter).

33. S. Adamson, T. Noe, G. Parker (2010). "Efficiency of Financial Transmission Rights Markets in Centrally-Coordinated Periodic Auctions." *Energy Economics*. Vol. 32, No. 4.
34. B. Tan, E. Anderson, J. Dyer, G. Parker (2010). "Evaluating System Dynamics Models of Risky Projects Using Decision Analysis Trees and Real Options Theory: Alternative Energy Projects as an Illustrative Example," *System Dynamics Review*. Vol. 26, No. 1.
35. R. Tabors, G. Parker, M. Caramanis (2010). "Development of the Smart Grid: Missing Elements in the Policy Process" IEEE Computer Society: Proceedings of the 43<sup>rd</sup> Hawaii International Conference on System Sciences.
36. E. Anderson, G. Parker (2002). "The Effect of Learning on the Make/Buy Decision." *Production and Operations Management*, Vol. 11, No. 3.
37. G. Parker, E. Anderson (2002). "From Buyer to Integrator: The Transformation of the Supply Chain Manager in the Vertically Disintegrating Firm." *Production and Operations Management*, Vol. 11, No. 1.
38. E. Anderson, C. Fine, G. Parker (2000). "Upstream Volatility in the Supply Chain: The Machine Tool Industry as a Case Study." *Production and Operations Management*, Vol. 9, No. 3.

#### *Articles and Proceedings - Track 3: Healthcare*

39. H. Khadra, H. Johnson, J. Crowther, P. McClaren, M. Darden, G. Parker, J. F Buell (2019) "Bile duct injury repairs: Progressive outcomes in a tertiary referral center." *Surgery* , Volume 166, No 4
40. PJ McLaren, DJ Monlezun, JK Sulzer, C Li, MR Mvula, AS Volk, KY Van Anh, M Darden, G Parker, JF Buell (2019) "Do co-morbidities, clinical variables, or surgical approach predict readmission post liver resection?." *HPB* , Volume 21, S107-S108
41. PJ McLaren, HS Khadra, JE Crowther, M Darden, GG Parker, JF Buell (2019) "Bile duct injury repairs: progressive outcomes in a tertiary referral center." *HPB* , Volume 21, S178
42. J. Sulzer, D. Monlezun, P. McLaren, M. Mvul, C. Li, A. Volk, V.A. Khanh-Van Y, G. Parker, M. Darden, J. Buell (2018) "Lap liver resection decreases mortality and complications by propensity score-adjusted regression." *HPB* , Volume 20 , S264
43. D. Monlezun, P McLaren, J Sulzer, C Li, A Volk, M Mvula, K-V Van Anh, M Darden, G Parker, J Buell, (2018), "Do Co-morbidities, clinical variables, or surgical approach predict readmission post liver resection?" *HPB* Volume 20, Supplement 2, Page S447
44. D. Monlezun, M. John, I. Dortonne, Ii Gaines, K. Carsky, D. Chernobytsky, P. Ferrin, A. Paramesh, R. Zhang, C. McDermott, G. Parker, M. Darden, J. Buell (2018). "Post Renal Transplant Infection: What is the effect of specific immunosuppressant agents?," *Surgery*.
45. D. Monlezun, M. Darden, P. Friedlander, L. Balart, G. Parker, J. Buell (2018). "Racial and regional disparity in liver transplant allocation," *Surgery*.
46. J. G. Witt, A. M. Haugh, M. Weaver, M Darden, G Parker, W. A. Ellsworth, J. F. Buell (2018) "Amnion membrane for the management of fungal bronchial stump infection" *Surg Case Rep*. Vol. 2(1) 9-11.
47. J. G. Witt, A. M. Haugh, A. Hauch, M Darden, G Parker, W. A. Ellsworth, J. F. Buell (2017) "Amniotic Membrane for the Treatment of Burns" *J Plast Surg Cosmetol*. Vol. 1(1) 9-11.
48. A. M. Haugh, J. G. Witt, A. Hauch, M. Darden, G. Parker, W. A. Ellsworth, J. F. Buell, (2017). "Amnion Membrane in Diabetic Foot Wounds: A Meta-analysis." *Plastic and Reconstructive Surgery*.

49. Smith, Alison A., Michael Darden, Zaid Al-Qurayshi, Anil S. Paramesh, Mary Killackey, Emad Kandil, Geoffrey Parker, Luis Balart, Paul Friedlander, and Joseph F. Buell (2017), "Liver transplantation in New Orleans: parity in a world of disparity?" *HPB* .
50. D. Pointer, A. Volk, M. Darden, G. Parker, R. Marshall, P. Friedlander, J. Buell (2017), "Disparities and survival outcomes in the management of hepatocellular carcinoma: a national perspective." *HPB* Volume 19, Supplement 1, Page S68.
51. A. Volk, D. Pointer, Z. Al-Qurayshi, G. Parker, M. Darden, J. Buell (2017), "Surgical volume as a driver for clinical and financial outcomes after liver resection: a national perspective." *HPB* Volume 19, Supplement 1, Pages S71-S72.
52. Buell, Joseph F.; Sigmon, David; Ducoin, Christopher; Shapiro, Max Teja, Nikhil; Wynter, Emmett; Hanisee, Mary K.; Parker, Geoffrey; Kandil, Emad; Darden, Michael (2016) "Initial Experience With Biologic Polymer Scaffold (Poly-4-hydroxybuturate) in Complex Abdominal Wall Reconstruction." *Annals of Surgery* .
53. M. John, I. Dortonne, B. Kim, C. Li, M. Killackey, A. Paramesh, B. Lee, R. Zhang, G. Parker, J. Buell (2016) "Do Powerful Induction Antibodies Increase Post Renal Transplant Infections?." *American Journal of Transplantation*. Vol. 16.
54. Lee SJ, Hauch A, Kane E, DuCoin C, Darden M, Parker G, Kandil E, Buell JF. (2016), "Effect of obesity on perioperative outcomes after laparoscopic hepatectomy." *Hepatoma Research*.

### *Commentary and White Papers*

1. S. Choudary, M. Van Alstyne, Parker, G., (2019). "Platforms and Blockchain Will Transform Logistics." *Harvard Business Review*. Online Article, June 19, 2019.
2. G. Parker, M. Van Alstyne, P. Evans (2018). "How Platform Strategies Continue to Create Value." *Sloan Management Review*. Online piece, September 24, 2018.
3. M. Kansu, G. Parker (2018). "Transitioning from Services to Platforms: The FinTech Industry." MIT Initiative on the Digital Economy White Paper.
4. G. Parker, M. Van Alstyne, P. Evans (2018). "Data Ownership, Regulation, and Blockchain Dominate Platform Markets." *Medium - MIT Initiative on the Digital Economy*. July 16, 2018.
5. G. Parker (2018). "The Consumer Data Collection Industry is About to Explode." *The Hill*. June 19, 2018.
6. R. Tabors, G. Parker, P. Centolella, M. Caramanis (2016). "White Paper on Developing Competitive Electricity Markets and Pricing Structures." Prepared for the New York State Energy Research and Development Authority and the New York State Public Service Commission. NYSERDA Contract 64271.
7. M. Van Alstyne, Parker, G., S. Choudary (2016). "6 Reasons Platforms Fail." *Harvard Business Review*. Online Article, March 31, 2016.
8. G. Parker (2016). "The Coming Platform Revolution in Financial Markets." *Trading Technologies Corporate Blog*.
9. M. Van Alstyne, G. Parker, T. Shanker (2013). "A Redeemable Information Coupon Mechanism for Advertising Mail." USPS Office of the Inspector General White Paper.

10. S. Choudary, G. Parker, M. Van Alstyne (2013). "What Twitter knows that Blackberry didn't." Commentary for *The Wall Street Journal Market Watch*, October 10, 2013.
11. G. Parker, M. Van Alstyne (2012). "A Digital Postal Platform: Definitions and a Roadmap." White paper prepared for the International Post Corporation.
12. M. Caramanis, G. Parker, R. Tabors (2009). "Smart Grid Policy Statement" Comments for Federal Energy Regulatory Commission Docket No. PLO9-4-00.
13. J. Amaral, G. Parker (2008). "Forethought: Prevent Disasters in Design Outsourcing." *Harvard Business Review*, Vol. 86, No. 9.

### Books and Chapters

1. G. Parker, M. Van Alstyne, S. Choudary (2016). Platform Revolution. W.W. Norton & Company, New York, NY. ISBN-10: 0393249131. **Golden Book Award Best Business Book 2016 (Mandarin edition). 170,000 copies sold to date; 9 languages.**
2. G. Parker, M. Van Alstyne (2014). "Platform Strategy." In the Palgrave Encyclopedia of Strategic Management. M. Augier and D. Teece (eds.).
3. M. Anderson, E. Anderson, G. Parker. (2013). Operations Management For Dummies. Wiley, ISBN-13: 978-1118551066.
4. S. Adamson, G. Parker. (2013). "Participation and Efficiency in the New York Financial Transmission Rights Markets," Book Chapter in Financial Transmission Rights, Eds. J. Rosellon, T. Kristiansen. Springer Verlag, ISBN 978-1-4471-4786-2.
5. T. Eisenmann, G. Parker, and M. Van Alstyne. (2009). "Opening Platforms: How, When and Why?," Book Chapter in Platforms, Markets and Innovation, Ed. A. Gawer.
6. E. Anderson, A. Davis-Blake, S. Erzurumlu, N. Joglekar, G. Parker (2007). "The Effects of Outsourcing, Offshoring, and Distributed Product Development Organization on Coordinating the NPD Process," Book Chapter in Handbook on New Product Development, Eds. C. Loch, S. Kavadias.
7. G. Parker and E. Anderson (2002). "Supply Chain Integration: Putting Humpty-Dumpty Back Together Again," Chapter in New Directions in Supply-Chain Management: Technology, Strategy, and Implementation, Eds. T. Boone, R. Ganeshan.

### Funding

*Sloan Foundation* (recommended for award) 2020–2021, \$250,000, Principal Investigator: "Platform Driven Outsourcing and its Impact on Work. Grant to better understand the ways that platforms are changing outsourcing relationships, labor markets, and worker outcomes. Collaborators: Hye Jin Rho, Center for Economic and Policy Research; Erina Ytsma, Carnegie Mellon University.

*BASF Corporation*, 2019–2021. \$500,000 grant to investigate digitization and platforms in logistics systems. Funded through MIT Initiative on the Digital Economy.

*Thomson Reuters Corporation*, 2017–2018. \$50,000 gift to Dartmouth Thayer School of Engineering to support research program on data business models and strategies.

*Philips Lighting Corporation*, 2017–2018. \$200,000 grant to investigate governance in systems of smart connected devices. Funded through MIT Initiative on the Digital Economy.

*Deutsche Bank Corporation*, 2016–2017. \$250,000 grant to investigate governance in platform banking systems. Funded through MIT Initiative on the Digital Economy.

*Huawei Corporation*, 2016–2017. \$150,000 grant to investigate telecom platforms. Collaborator: Marshall Van Alstyne, Boston University / MIT. Funded through MIT Initiative on the Digital Economy.

*Haier Corporation*, 2014–2015. \$250,000 grant to investigate the transition from products to platforms. Collaborator: Marshall Van Alstyne, Boston University / MIT. Funded through MIT Initiative on the Digital Economy.

*Houghton Mifflin Corporation*, 2014–2015. \$150,000 grant to investigate the transition from products to platforms. Collaborator: Marshall Van Alstyne, Boston University / MIT. Funded through MIT Initiative on the Digital Economy.

*Thomson Reuters Corporation*, 2013–2014. \$100,000 grant to investigate platform economics and strategy. Collaborator: Marshall Van Alstyne, Boston University / MIT. Funded through MIT Center for Digital Business.

*Mass Mutual Corporation*, 2013–2014. \$300,000 grant to investigate platform economics and strategy. Collaborator: Marshall Van Alstyne, Boston University / MIT. Funded through MIT Center for Digital Business.

*Louisiana Board of Regents*, 08BUS-11, 2011–2013. Principal Investigator: “Energy Market Education Realism Enhancement Project. \$55,000 grant to demonstrate the application of a new methodology for capacity modeling and to assess its effectiveness with PJM data.

*PJM Interconnection*, 2012. Principal Investigator: “Application of Short-Term Robust Forecasting of Wind Power Using Decomposition and Autoregressive Moving Average Models.” \$18,000 grant to develop wind power forecasting models and compare performance of existing and proposed models. Funded through Tulane Energy Institute.

*SAP Corporation*, 2011–2012. \$250,000 grant to investigate platform economics and strategy. Collaborator: Marshall Van Alstyne, Boston University / MIT. Funded through MIT Center for Digital Business.

*International Post Corporation*, 2011–2012. \$150,000 grant to investigate digital post platform strategies. Collaborator: Marshall Van Alstyne, Boston University / MIT. Funded through MIT Center for Digital Business.

*National Science Foundation*, SES-0925004, 2009–2013. Principal Investigator: “Platform-Driven Innovation Within and Across Firms.” \$704,000 grant to investigate internal and external innovation systems. Collaborators: E.G. Anderson, University of Texas at Austin, M. Van Alstyne, Boston University / MIT.

*Department of Energy*, DE-FC26-08NT01922, 2009–2011. Principal Investigator: “Platforms for Energy Efficiency and Distributed Power Generation.” \$219,000 grant to investigate market structures for renewable energy and microgrid power generation. Collaborators: X. Jiang, A. Sheffrin, E. Shittu, E. Smith, Tulane University. Award is through the Clean Power and Energy Research Consortium.

*Microsoft Corporation*, 2009–2010. \$40,000 grant to investigate platform economics and strategy. Collaborator: Marshall Van Alstyne, Boston University / MIT. Funded through Tulane Energy Institute.

*Department of Energy*, DE-FC26-08NT01922, 2008–2009. Principal Investigator: “Bio-Butanol Production and Supply Chain Economics.” \$77,000 grant to analyze the economics of alternate transportation fuel distribution networks. Collaborators: Paul Bergery, North Carolina State University, Eric Smith, Tulane University. Award is through the Clean Power and Energy Research Consortium.



*Maritime Institute for Emergency Monitoring and Response*, 2008. Principal Investigator. \$10,000 grant to analyze critical infrastructure and key resources in Gulf South States. Collaborator: Eric Smith, Tulane University. Funded through Tulane Energy Institute.

*Microsoft Corporation*, 2007–2008. \$80,000 gift to Tulane University to support research on copyright license economics and platform competition in network markets. Collaborator: Marshall Van Alstyne, Boston University / MIT.

*National Science Foundation*, SES-0323227, 2003–2007. Principal Investigator: “Organizational Mechanisms for Supply Chain Integration during Product and Process Development.” \$245,000 grant to investigate outsourced product and process development across firm boundaries. Collaborators: Alison Davis-Blake and Edward Anderson, University of Texas at Austin.

*National Science Foundation*, IIS-0338662, 2003–2005. Co-Principal Investigator: “Promoting Free Market and Open Source Software Innovation Through Better Licensing.” \$50,500 grant to investigate how copyright length and degrees of openness affect software innovation rates, producer surplus, and social welfare. Collaborator: Marshall Van Alstyne, Boston University / MIT.

## Research & Teaching Interests

**Information:** Data analytics & modeling, platform design, management, & strategy

**Energy & Operations:** Digitization of energy systems, integration of distributed energy resources, product innovation & development, outsourcing & supply chain strategy, core operations management.

**Healthcare:** Surgical outcomes and healthcare disparity

## Awards

Digital Thinking Award, 2019, Thinkers50

Top 50, 2019, Thinkers50

Best IS Paper Award, 2019, Management Science, “Innovation, Openness, and Platform Control.” *Management Science*, 2018.

Harvard Business Review, 2019 Top Ten Must Read Business Models. “Pipelines, Platforms, and the New Rules of Strategy.” *Harvard Business Review*, 2016.

Nominated “Thinkers 50 Digital Thinking Award” 2019.

Top Ten Course, “Platform Design, Management, and Strategy,” Tuck School of Business Student Award, 2018.

Best Paper Award, 2018, Association for Information Systems. “Platform Ecosystems: How Developers Invert the Firm.” *MIS Quarterly*, 2017.

Best Paper Award, 2018, MIS Quarterly, “Platform Ecosystems: How Developers Invert the Firm.” *MIS Quarterly*, 2017.

Harvard Business Review, 2017 Top Ten Must Read. “Pipelines, Platforms, and the New Rules of Strategy.” *Harvard Business Review*, 2016.

Harvard Business Review, All Time Top 50. “Strategies for Two-Sided Markets.” *Harvard Business Review*, 2006.

Golden Book Award Best Business Book: Platform Revolution (Mandarin edition), 2016.

A. B. Freeman School, Outstanding Senior Faculty Research Award, 2016.

A. B. Freeman School, Dean's Excellence in Teaching Award (Graduate), 2014.

A. B. Freeman School, Outstanding Senior Faculty Research Award, 2012.

A. B. Freeman School, Teacher Honor Roll (MBA core), Fall 2006; Spring 2008.

Tulane University, Provost's Research and Scholarly Achievement Award, 2005.

A. B. Freeman School, Teacher Honor Roll (MBA elective), Spring 2003.

Production & Operations Management Society, Wick Skinner Early Career Research Accomplishments Award, 2003.

A. B. Freeman School, Outstanding Young Researcher Award, 2002.

## Industry Interaction (2010-2019)

Mayo Clinic - Platforms in Healthcare (2019)

Viasat - Platform Disruption in Communications (2019)

Barclays - Digital Transformation in Banking (2018)

Sapient - Platform Economics, Management, and Strategy (2018)

Elisa Executive Excursion (Nordic Country CEOs) - Platform Revolution (2018)

CUBIC - Industrial Internet (2018)

Trumpf - Industrial Internet (2018)

Philips Lighting - Smart Connected Devices (2017-2018)

Deutsche Bank - Platforms Governance; Digital Transformation (2016-2018)

Siemens - CEO Summit (2017)

Huawei - Platforms Governance and Organization (2016-2017)

BearingPoint - Platforms for Incumbent Firms (2016-2017)

State of New York - Platforms to Integrate Distributed Energy Resources (2015-2016)

GE Africa - Learning Advisory Board (2013-present)

Thomson Reuters - Platform Infrastructure Strategy (2014-2015)

Haier Corporation - Products to Platform Strategy (2014-2015)

Houghton Mifflin Corporation - Platform Strategy (2014-2015)

Mindtree Corporation - Innovation Strategy Senior Executive Review (2014)

Mass Mutual - Insurance Marketing Strategy (2013-2014)

Thomson Reuters - On Premises to Cloud Platform Planning (2013-2014)

United States Postal Service - Platform Data Layer (2013)  
AT&T - Executive Development: Platform Leadership (2011), Cloud Strategy (2012)  
International Post Corp. - Knowledge Management (2012)  
International Post Corp. - Platform Driven Innovation (2011-2012)  
SAP Corp. - Platform Driven Innovation (2011-2012)  
Cellular South - Strategic Planning (2011)  
Cellular South - Network Measures and Customer Retention (2010)  
Microsoft Corp. - Platform Strategy and Innovation (2010)

## Presentations

### *Invited Talks (since 2013)*

October 30, 2019, Strategic Marketplace Initiative Fall Forum, Dallas TX "Platform Implications for the Healthcare Supply Chain"  
October 24, 2019, Hyperwallet Conference "The Platform Revolution and its Implications"  
October 15, 2019, World Bank Conference - Online Markets for Development, Opportunities, Challenges, & the Role of the State, Washington DC. "Online Markets & Dealing with Big Data"  
July 12, 2019, MIT Platform Strategy Summit, Cambridge MA. "Platform Regulation"  
June 25, 2019, Luohan Academy Annual Digital Economy Conference, Hangzhou China. "Platforms: Neither Market nor Hierarchy"  
May 23, 2019, MIT Initiative on the Digital Economy Annual Conference, Cambridge, MA "Platforms and the new Anti-Trust"  
May 22, 2019, MIT CIO Conference, Cambridge, MA "Panel Chair: Get Ready for The Platform Transition"  
May 16, 2019, Mayo Clinic, Rochester, MN "Executive Leadership Lecture: What are Platforms and How Might They Affect Healthcare?"  
April 11, 2019, 2019 CRC Insurance Conference, Toronto CA "The Coming Platform Revolution"  
April 5, 2019, TU Wien - Vienna Workshop on Digital Humanism, Vienna Austria "The Transformative Powers of Platform Economies"  
March 18, 2019, MIT Enterprise Management Hackathon, Cambridge MA "Platform Business Models: Transforming the Food Supply Chain"  
March 9, 2019, SxSW, Austin TX "Panel: The Rise of Platform Business Models: Can Europe Compete?"  
February 26, 2019, Milestone Integration Platform Symposium, Nashville TN "The Platform Revolution Coming to Security"  
January 7, 2019, HubSpot Town Hall Meeting, Cambridge MA "Platform Revolution"

November 30, 2018, NASA Innovation Workshop, National Academy of Sciences, Washington DC "Platform Driven Innovation"

November 29, 2018, Harvard Business School Seminar "Platform Ecosystems: How Developers Invert the Firm"

November 20, 2018, Platform Economy Summit Europe, Berlin Germany "Platform Fundamentals"

November 2, 2018, MIT Sloan School Seminar "Platform Pricing and Investment to Drive Third Party Value Creation in Multi-Sided Networks: Current Knowledge and Proposed Lines of Future Inquiry"

October 19, 2018, Case Western Reserve University Workshop on Digital Innovation "Incumbent Disruption by Platform Firms."

October 16, 2018, Board of Directors - Midwest Independent Systems Operator, Cambridge MA. Panelist: "Digitalization in the Electric Power Industry."

September 28, 2018, Digital Suite, Berlin, Germany. "Platform Revolution."

September 26, 2018, WindEurope, Hamburg, Germany. "Panelist: Digital wind & New Technologies."

September 13, 2018, Elisa Executive Excursion, San Francisco "Platform Revolution."

August 14, 2018, Academy of Management, Chicago. "Panelist: Ecosystem Dynamics: From concept to trade-offs."

July 13, 2018, MIT Platform Strategy Summit. Panel Chair: "Healthcare Platforms and Digital Health."

June 18, 2018, Cambridge University Digital Health Forum, The Shard, London, UK. "The Platform Revolution and Healthcare."

April 12, 2018, Berkeley Innovation Forum, Paypal Headquarters, San Jose, CA. "Platform Business Models Leveraging Open Innovation."

March 17, 2018, Deutsche Bank CEO Symposium 2018, Stromberg, Germany. "The Platform Revolution and the Incumbent's Response."

March 15, 2018, Deutsche Bank Board of Supervisors, Frankfurt, Germany. "Platforms and the Financial Industry."

March 7, 2018, Corporates | Innovation | Tech Startups (CIT) Conference, Bensberg, Germany. "Platform Revolution – How the network economy is changing markets and industries."

March 2, 2018, Tuck Emerging Markets Conference. Panel Chair: "The Paradigm shift: Innovation in Emerging Markets."

October 31, 2017, Strategic Management Society - Annual Meeting, Houston, TX. "Complexity from the Internet of Things: Needed Platform Governance for Corporate and Governmental Organizations."

July 14, 2017, MIT Platform Strategy Summit. Panel Chair: "Smart Connected Devices and the Internet of Things."

May 26, 2017, Industry Studies Association - Annual Conference, Washington, DC. Panel Chair: "Governance and Regulation of the Digital Economy."

May 25, 2017, MIT Initiative on the Digital Economy - Annual Meeting, Cambridge, MA. "Platforms and the Internet of Things."

May 16, 2017, MIT Energy Initiative Associate Member Symposium - Consumer Engagement and the New Utility, Cambridge, MA. "Markets and Platforms for the Digital Grid."

April 12, 2017, MIT - ICT conference MIT Information and Communications Technologies Conference, Cambridge, MA. "Platform Revolution."

April 5, 2017, Boston University - Questrom School of Business, Boston MA. "Platform Governance and Regulation."

March 20, 2017. Siemens CEO Digitalization Summit, Feldafing, Germany. "Platform Business Opportunities"

February 26, 2017 TM Forum Digital Leadership Workshop, Barcelona Spain. "Platform Revolution."

February 12, 2017, University of Connecticut Lecture Series, Storrs, CT. "A Platform Research Agenda."

February 1, 2017, Citibank Meeting on the Digital Utility, San Francisco, CA. "Platforms for Distributed Energy Resources."

November 2, 2016, Empowering Customers and Cities, Chicago, IL. Keynote: "The Coming Platform Revolution in Electric Power."

October 26, 2016, Tuck School of Business, Dartmouth College, Hanover NH. "Platform Revolution."

October 7, 2016, Jones Lecture - Thayer School of Engineering, Dartmouth College, Hanover NH. "How the Platform Revolution can reshape electric power markets."

September 27, 2016, Digital Ecosystem Management - Global Summit, London, UK, Keynote - "Welcome to the Platform Revolution."

September 12, 2016 - Panelist - PwC Power & Utilities Senior Executive Forum. "Technology's Opportunities and Challenges 2016"

August 18, 2016 Federal Mediation and Conciliation Service (FMCS) National Labor-Management Conference, Chicago IL. - Panelist - "Dissecting the Gig Economy: Myths, Realities, and Implications for All of Us,"

July 15, 2016 MIT Platform Strategy Summit. Panel Chair: "Platform Valuation and Venture Capital."

June 8, 2016, Research Board, Chicago, Keynote - "How Platforms are Eating the World, and What to Do About It"

May 10, 2016, TM Forum Executive Summit, Nice, France, Keynote - "How Platforms are Eating the World, and What to Do About It"

February 3, 2016, European Union Advisory Group on Platforms, Brussels "Platform Value Creation and Launch"

February 2, 2016, The Shard - The Rise of Digital Platforms: Opportunities and Threats for UK and European businesses, London UK "How Platforms Change Strategy"

July 2015, MIT Media Lab - Executive Summit on Platforms, Cambridge, MA "Platform Governance and Regulation"

June 2015, SAP Corp., Paris, France, Keynote "The Networked Economy"

June 2015, New York State Public Service Commission, New York, NY "Platforms to Integrate Distributed Energy Resources"

May 2015, MIT Utility of the Future Project, Cambridge, MA "The Platform Shift: Implications for the Electric Power Industry"

April 2015, Women's Energy Conference, New Orleans, LA "The Rise of Energy Intelligence"

February 2015, University of Southern California, Los Angeles, CA "Competition and Vertical Integration in Open Innovation Ecosystems"

February 2015, University of California, Davis, CA "Innovation Openness and Platform Control"

February 2015, Dartmouth College Thayer School of Engineering/Tuck School of Business, Hanover, NH "The Platform Shift"

January 2015, American Society of Anesthesiologists: Practice Management Conference, Atlanta, GA "Business Keynote: The Use of Data Platforms - Implications for Healthcare"

December 2014, Haier Corp., Qingdao, China "The Platform Shift"

November 2014, University of Texas Healthcare Initiative, Austin, TX "The Platform Shift: Implications for Healthcare"

September 2014, TechNology, New Orleans, LA "The Platform Shift"

August 2014, Tulane Medical School, New Orleans, LA "The Platform Shift: Implications for Healthcare"

March 2014, MIT, Cambridge, MA "Innovation, Openness, and Platform Control"

September 2013, University of Michigan, Ann Arbor, MI "Envelope Modeling of Renewable Resource Variability and Capacity"

September 2013, University of Texas at Dallas, Dallas, TX "Innovation, Openness, & Platform Control"

July 2013, MIT Media Lab Executive Summit on Platforms, Cambridge, MA "Platform Disruption"

February 2013, Stanford U., Palo Alto, CA "Using Information to Facilitate Innovation in Renewables"

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