

Notes on Contributors

Carliss Y. Baldwin

Carliss Y. Baldwin is the William L. White Professor of Business Administration at the Harvard Business School. She studies the structure of designs and their impact on the structure of industries over time. She is the co-author of *Design Rules: The Power of Modularity*, the first of a projected two volumes. Recent papers include “Where do transactions come from? Modularity, transactions and the boundaries of firms,” (*Industrial and Corporate Change*, 2008), “Exploring the structure of complex software designs,” (with A. MacCormack and J. Rusnak, *Management Science*, 2006), and “How user innovations become commercial products,” (with C. Hienerth and E. von Hippel, *Research Policy*, 2006). Baldwin received a bachelor's degree from MIT in 1972, and MBA and DBA degrees from Harvard Business School.

Kevin Boudreau

Kevin Boudreau is an applied micro-economist and strategy researcher studying questions at the intersection of innovation, competition and organization. He teaches strategy and innovation strategy courses at HEC Paris and will be moving to London Business School in 2009. Kevin has a PhD from the Massachusetts Institute of Technology, an MA in Economics from the University of Toronto and a BAsC in Engineering from the University of Waterloo.

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Stefano Brusoni is Associate Professor of Applied Economics at Bocconi University, Milan. He is Deputy Director of CESPRI and coordinator of EMIT (MSC in Economics of Innovation and Technology). He obtained his PhD from the University of Sussex (UK) in

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Michael A. Cusumano

Michael A. Cusumano is the Sloan Management Review Distinguished Professor of Management and Engineering Systems at the Massachusetts Institute of Technology's Sloan School of Management. He specializes in strategy, product development, and entrepreneurship in the software business. He received a B.A. degree from Princeton in 1976 and a Ph.D. from Harvard in 1984. He consults and speaks widely around the world and is currently a director of Patni Computer Systems, one of the largest IT services and custom software development firms based in India (NYSE: PTI, www.patni.com), and Eliza Corporation, a specialist in speech recognition software applications, focused on healthcare (www.elizacorp.com). Professor Cusumano is also the author or co-author of 8 books, including *The Software Business* (2004), *Platform Leadership* (2002, with Annabelle Gawer), *Competing on Internet Time* (1998, with David Yoffie), *Microsoft Secrets* (1995, with Richard Selby), and *Japan's Software Factories* (1991).

Thomas R. Eisenmann

Thomas R. Eisenmann is the William J. Abernathy Professor of Business Administration in the Entrepreneurial Management Unit at the Harvard Business School. He studies

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David S. Evans

David S. Evans is Executive Director of the Jevons Institute for Competition Law and Economics, and Visiting Professor, University College London and Lecturer, University of Chicago Law School. He is a Managing Director of LECG where he serves as an expert on antitrust matters in the United States and the European Community. He is also the Founder of Market Platform Dynamics where he serves as a business advisor to a number of pre-IPO stage platform-based businesses and a strategy consultant to established businesses. He has a PhD in Economics from the University of Chicago. He is the author of more than 90 articles as well as six books, including *Invisible Engines: How Software Platforms Drive Innovation and Transform Industries* (with Andrei Hagiu and Richard Schmalensee) which won the American Publishers Association Best Business Book of 2006 Award.

Shane Greenstein

Shane Greenstein is the Elinor and Wendell Hobbs Professor of Management and Strategy at the Kellogg School of Management, Northwestern University. He is a leading researcher in

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Takahiro Fujimoto

Takahiro Fujimoto is a Professor in the Graduate School of Economics at the University of Tokyo, a position he has held since 1998. He has also served as Executive Director of the Manufacturing Management Research Center at the University of Tokyo since 2003. Dr. Fujimoto specializes in technology and operations management, as well as business administration. He holds a Bachelors degree in Economics from the University of Tokyo (1979) and a PhD from Harvard Business School (1989), where he served as a Researcher following graduation and later as Visiting Professor (1996-97) and Senior Research Associate (1997). He has also served as Associate Professor on the Faculty of Economics at the University of Tokyo, Visiting Professor at Lyon University and a Visiting Researcher at INSEAD. Dr. Fujimoto is the author of numerous publications focused on automobile manufacturing and business management.

Annabelle Gawer

Annabelle Gawer is an Assistant Professor in Strategy and Innovation at Imperial College Business School, London. She is a leading scholar in high-tech strategy, and a pioneering contributor to the area of platform research. Her first book *Platform Leadership* (HBS Press 2002, with Michael Cusumano) offered a new understanding of the strategy dynamics in high-tech industries, ranging from computers and telecoms to electronics, and became a reference in business and academia. The originator and editor of this collective volume, Annabelle is also extending her work on platforms to service industries. Her research has been published in leading journals such as the *MIT Sloan Management Review*, the *Journal of Economics and Management Strategy* (with Rebecca Henderson), as well as in the *Wall Street Journal*. She is the Editor of the *Journal of Strategic Management Education*. Annabelle consults with major corporations in the US and Europe. She has an MSc in Industrial Engineering (1992) from Stanford University and a PhD (2000) from the MIT Sloan School of Management.

Armand Hatchuel

Armand Hatchuel is a Professor, Deputy Director at the Center for Management Science at Mines ParisTech, and a permanent Guest Professor at the Fenix center, Chalmers Institute, Goteborg (1999-2007). His research focuses on the theory and history of management and design, in particular on innovative firms, design processes and collaborative research principles. In 1996, he proposed the C-K design theory which was further developed with Benoit Weil and Pascal Le Masson. He has published several books and papers and is a member of international journals boards and national scientific boards in France and Sweden. In 1996, he was awarded a prestigious French Award for his work in management and he received in 2003 the medal of the Paris School of Arts and Crafts for his work on Design theory. He co-chairs the special group on Design Theory of the Design Society and is also a

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Andrei Hagiu

Andrei Hagiu is an Assistant Professor in the Strategy group at Harvard Business School. Andrei's research focuses on multi-sided markets, which feature platforms serving two or more distinct groups of customers, who value each other's participation. He is studying the business strategies used by such platforms and the structure of the industries in which they operate: payment systems, advertising supported media, personal computers, videogames, mobile devices, shopping malls, etc. Andrei graduated from the Ecole Polytechnique and the Ecole Nationale de la Statistique et Administration Economique in France with an MS in Economics and Statistics, before obtaining a PhD in Economics from Princeton University in 2004. Prior to joining HBS, he spent 18 months in Tokyo as a Fellow at the Research Institute of Economy Trade and Industry, an economic policy think-tank affiliated with the Japanese Ministry of Economy Trade and Industry.

Pascal Le Masson

Pascal Le Masson is an Assistant Professor of Design, Project and Management at Mines ParisTech. His research focuses on the management of innovative design capabilities. This research program is motivated by issues raised by companies striving for growth by intensive innovation and the new theoretical paths opened by the most recent theories of design reasoning (C-K theory, Hatchuel & Weil, 2003). With Armand Hatchuel and Benoit Weil, his research unfolds in three main directions: the analysis of innovation techniques such as creativity, prototyping and user involvement processes; the organization of design oriented organizations; and models of growth in design-based economies. Pascal published several papers and a first book "Les Processus d'Innovation" (2007) co-authored by Armand

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Koichi Ogawa is a Professor of Intellectual Asset-based Management Endorsed Chair, University of Tokyo, Japan. Professor Ogawa holds a doctoral degree in Electronics Engineering. He is the co-author of the paper “Architecture-based Approaches to International Standardization and as Evolution of Business Model”, which received the 2nd prize Award from the International Electro-technical Commission (IEC) Century Challenge in 2006. He has been in charge of R&D and business development for 30 years in Fujitsu Ltd., Japan. His main fields of research were computer storage technology and, since 2004, the management of technology and the theory of product architecture. His articles have been published in journals such as the *Journal of Applied Physics*, *Journal of IEEE Transactions*, *Japan Journal of Applied Physics* and the *Akamon Management Review*. He was one of Japanese delegates to ISO/JTC1/SC23 as a chairman of a local working group, and contributed to international standardization of the 5.25 inch WORM and the 3.5 inch MO optical disk cartridge.

Geoffrey Parker

Geoffrey Parker is an Associate Professor of Economic Sciences at the AB Freeman School of Business at Tulane University and serves as Director of the Tulane Energy Institute. Parker has made contributions to the theory of network economics as co-developer of the theory of “two-sided” networks. Recent research includes multiple studies of the economics of business platform strategy, a cross-industry investigation of outsourced engineering projects, and a study of the performance of electric power markets. Parker’s research has

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Andrea Prencipe is Full Professor of Management of Enterprise at the Faculty of Economics of the University G. d'Annunzio and Honorary Professor at SPRU (University of Sussex). He holds a BA (with honor) in Economics and Commerce from University G. d'Annunzio an MSc in Innovation Management from Scuola Superiore S. Anna, an MSc in technology Innovation Management and PhD in Technology Strategy from SPRU. He has been visiting scholar at Harvard Business School and Michigan Business School. His research interests encompass strategic management of technological and organizational innovation, organizational learning in project-based organizations, the implication of modular design strategies on the division and coordination of labor, social capital and innovation processes. Andrea sits on the Editorial Board of *Long Range Planning*, *Organization Science*, and the *International Journal of Technology and Innovation Management*. His work has been published in such journals as *Administrative Science Quarterly*, *Industrial and Corporate Change*, *Journal of Management and Governance*, *Organization Science*, and *Research Policy*.

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Mari Sako is Professor of Management Studies at Said Business School, University of Oxford since 1997. From 1987 to 1997 she was Lecturer (then Reader) in Industrial Relations

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Fernando F. Suarez

Prof. Suarez (Ph.D. MIT) is a tenured Associate Professor of Management at Boston University and currently serves as the Chair of the Strategy and Innovation Department. His research spans the areas of innovation and technology strategy, standards and dominant designs, information technology, and flexibility. His publications have appeared in leading journals such as *Academy of Management Journal*, *Management Science*, *Strategic Management Journal*, *Academy of Management Review*, *Research Policy*, *Operations Research*, *Industrial & Corporate Change*, *Harvard Business Review*, and *Sloan Management Review*. Prof. Suarez is the 2008-2009 Program Chair of the Technology and Innovation Management (TIM) Division, Academy of Management, the largest organization of management scholars in the world. He has been a member of the Editorial Board of *Management Research* and a Representative-at-large of the TIM Division. Prof. Suarez also serves in the Academic Board of ESE Business School in Santiago and has been active in both institutional and private entrepreneurial activities, having successfully launched an

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Melissa A. Schilling is an Associate Professor of Management at the Stern School of Business, New York University. She received her PhD from University of Washington in Seattle. Her primary research interests are in technological innovation and knowledge creation, with a particular emphasis on how networks and modularity influence the innovative process and outcomes. She is the author of the text *Strategic Management of Technological Innovation* (McGrawHill/Irwin, 2004), and her research has been published in journals such as *Academy of Management Review*, *Academy of Management Journal*, *Management Science*, *Organization Science*, *Creativity Research Journal*, and others.

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Fredrik Tell was awarded his BSc, Lic Econ and PhD degrees from Linköping University,

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Marshall Van Alstyne

Marshall Van Alstyne is an Associate Professor at Boston University and Visiting Professor at MIT. He received a BA from Yale, and MS and PhD degrees from MIT. He has made significant contributions to the field of information economics. He coauthored the first proof that a market mechanism could reduce spam and create more value for users than even a perfect filter. As co-developer of the concept of "two sided" networks he has been a major contributor to theories of network effects. He designed and implemented one of the first projects to measure the dollar output of individual information workers. This research has generated multiple patent applications and received numerous awards, including an NSF Career Award and four best paper awards. Articles or commentary have appeared in *Nature*, *Science*, *Management Science*, *Harvard Business Review*, *The New York Times*, and *The Wall Street Journal*. Research is available at <http://ssrn.com/author=253298>.

Benoit Weil

Benoit Weil is a Professor of Design, Project and Management at Mines ParisTech. His research focuses on the rationalisations of collective actions. He has created the Research Program on Design Activities with Prof. Armand Hatchuel. Together they proposed a new theory of design reasoning (C-K theory) accounting for the dual expansion of knowledge and concepts characteristic of innovative design. Deepening its foundations, they recently showed striking similarities between C-K design theory and Set theory. He is now leading the Research Program on Design Regimes (funded by the French National Research Agency) to study, with Armand Hatchuel, Pascal Le Masson and Blanche Segrestin, the main features of innovative design regimes in several sectors. He published several papers and books (the most recent one: “Les Processus d’Innovation”, 2007, co-authored with Armand Hatchuel and Benoit Weil, soon to be published in English).

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Jason Woodard is an Assistant Professor in the School of Information Systems at Singapore Management University. His research explores the relationship between system architecture and competitive strategy, with a focus on software-intensive systems. He is especially interested in the role of architectural control in shaping the evolution of technology platforms. He studied business, economics and computer science at Harvard University, where he received a Ph.D. in Information, Technology and Management in 2006. Prior to that, he was a technical evangelist for IBM's efforts related to Java, XML and Linux.

Ramsin Yakob

Ramsin Yakob was awarded his BSc from University of North London, UK and his MSc from School of Business, Economics and Law, Göteborg Sweden. Both degrees were taken

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