



Information Systems and Management Group (ISM)

Spring Seminar Series – 2018-19

Speaker: Professor Youngjin Yoo

Title: Understanding the new organizing logic of digital platforms

Date: Thursday 14th February 2019

Venue: Room 2.006

Time: 14:00 – 15:30

Abstract: Digital platforms have become an integral element of contemporary businesses. Incumbent firms are actively transforming their products and services into digital platforms, while start-ups are relying heavily on the power of digital platforms to disrupt incumbents. Unlike the traditional pipeline model, in which a firm controls a vertical value chain and creates value through a linear process, many value-creation activities are no longer linear and are instead being co-created by firms and their platform ecosystem, which is composed of users, third-party complementors, and sometimes even competitors (Van Alstyne and Parker, 2017).

Bio Youngjin Yoo, PhD, is the Elizabeth M. and William C. Treuhaft Professor of Entrepreneurship and professor of information systems in the Department of Design & Innovation at the Weatherhead School of Management, Case Western Reserve University. He has previously held a joint appointment at University Hospitals of Cleveland as Innovation Architect, overseeing the digital transformation efforts at one of the largest teaching hospital systems in the country. He is also WBS Distinguished Research Environment Professor at Warwick Business School, UK.

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