ISM SEMINAR
Summer Term 2015-16

Speaker:	**Professor Sunil Mithas, University of Maryland**
Title:	Does Platform Owner's Entry Crowd Out Innovation? Evidence from Google Photos
Date:	Tuesday 28 June 2016
Venue:	M2, WBS Teaching Centre
Time:	14:00

Abstract: We study platform owner's decision to offer a complementary product for its own platform—i.e., to compete with complementors offering add-ons for its platform. Specifically, we examine the following question: if a platform owner, such as Google, releases an app for its platform (e.g., Android), does it keep app developers from innovating in the future? We investigate two mechanisms that suggest platform owner's entry to stimulate complementor innovation: (1) a racing mechanism, which prompts affected complementors to innovate due to "red queen" dynamics, and, (2) an attention spillover mechanism, which suggests increased innovation to result from spillover consumer demand and feedback to same-category complementors. We exploit Google's entry into the Android market for photography apps in 2015 as a natural experiment. Our difference-in-differences analyses of time-series data on a random sample of about 7,000 apps suggest strongly positive effects of entry on complementary innovation—further analyses lend support for the attention spillover effect.

Biography: Sunil Mithas is a Professor in the Robert H. Smith School of Business at the University of Maryland, where he is Research Director of the Center for Excellence in Service and Co-Director of the Center for Digital Innovation, Technology and Strategy. He is the author of the books Digital Intelligence: What Every Smart Manager Must Have for Success in an Information Age and Dancing Elephants and Leaping Jaguars: How to Excel, Innovate, and Transform Your Organization the Tata Way (published by Penguin India in 2015 for the Indian subcontinent under the title Making the Elephant Dance: The Tata Way to Innovate, Transform and Globalize). He earned his PhD from the Ross School of Business at the University of Michigan and an engineering degree from IIT, Roorkee.

He was identified as 2011 MSI Young Scholar by the Marketing Science Institute, which selects about 25 such scholars every two years. Sunil is a frequent speaker at industry events for senior leaders. He has worked on research or consulting assignments with organizations such as Johnson & Johnson, Lear, A.T. Kearney, the Tata group, the Social Security Administration, and the U.S. Census Bureau.

Sunil's research focuses on strategies for managing innovation and excellence for corporate transformation, and provides insights on the role of technology and other intangibles, such as customer satisfaction, human capital, and organizational capabilities. His papers have won best-paper awards, have received best-paper nominations, and have been featured in practice-oriented publications such as MIT Sloan Management Review, Bloomberg, CIO.com, Computerworld, and InformationWeek.

Registration: Alison Solman, ISM Group - Alison.solman@wbs.ac.uk or 024 7652 4101
For forthcoming seminars please go to:
http://www2.warwick.ac.uk/fac/soc/wbs/subjects/ism/seminars/

This seminar has been organised by the ISM Group.