Challenges of Creating a new platform ecosystem

Seminar Series 2018 - 19
Monday 01 October, 12.45 - 2pm
Professor Shaz Ansari, Professor of Strategy & Innovation at Judge Business School, University of Cambridge, UK

How can established firms respond to a new dominant technological platform that undermines their competitive position? To address this, firms can create a new platform that complements the existing platform. Using a longitudinal study of Cisco's creation of Fog computing in response to the rise of Cloud computing, we identify symbolic and material strategies that evolve to support the creation and scaling of a new platform. We extend theory at the intersections of platform strategy and optimal distinctiveness by showing how:

1) drafting off is an alternative route to platform creation, 2) different and temporally shifting symbolic and material actions address the dilemmas vis-a-vis new platform creation, and 3) firms can use optimal distinctiveness to address the multiple intertwined strategic dilemmas during new platform creation.

Prof Shaz Ansari areas of expertise include institutional processes and diffusion of practices; social and environmental issues, technological and management innovations; value creation and new market development; offshoring and outsourcing, reputation management, and bottom-of-the-pyramid strategies. He has published extensively in several leading academic journals including Academy of Management Journal, Academy of Management Review, Strategic Management Journal, Organization Science, Journal of Management Studies, Strategic Organization, Research Policy, Industrial and Corporate Change.

The Manchester Institute of Innovation Research holds a series of regular seminars given by visiting speakers to Manchester, discussing key issues in science, technology and innovation policy and management. All are welcome.

SEMINAR VENUE:
University Place 3.204
The University of Manchester
Oxford Road, Manchester, M13 9PL

www.manchester.ac.uk/mioir
Twitter: @MIOIR