

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar



Why Some Platforms Thrive and Others Don't By

Prof. Feng Zhu
Harvard University

Date : 20 Apr 2022 (WED)

Time : 9 am – 10:30 am

Venue : Online via Zoom

Abstract

In the digital economy, scale is no guarantee of continued success. After all, the same factors that help an online platform expand quickly—such as the low cost of adding new customers—work for challengers too. What, then, allows some platforms to fight off rivals and grow profits more successfully than others? In this talk, I will present a series of research projects on understanding platform success. The research also offers implications for policymakers on how they can effectively regulate the platform sector.

Prof. Feng Zhu is Professor of Business Administration at the Harvard Business School. He is an expert on platform strategy, digital transformation and innovation. Professor Zhu's research has appeared in leading academic journals including the *American Economic Review*, *Management Science*, *Marketing Science*, *Organization Science*, *Strategic Management Journal*, and *Information Systems Research*. It has been covered by such media as the *Washington Post*, the *Financial Times*, the *New York Times*, and the *Wall Street Journal*. Professor Zhu has conducted seminars and provided consulting services to many companies including Alibaba, ByteDance, Facebook, Microsoft, Uber, Abbott, China Construction Bank, Procter & Gamble, Atos, and Ernst & Young. He serves as an advisor to several startup firms. His research has also been relied upon by antitrust regulators in several countries. Professor Zhu earned his Ph.D. in science, technology and management and a master's in computer science at Harvard University. He did his undergraduate work in computer science, economics, and mathematics at Williams College.

All interested are welcome.



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