

Authors	Title	Year	Journal
Eisenmann, T., Parker, G., Van Alstyne, M.W.	Strategies for two-sided markets	2006	Harvard Business Review
Zhu, F., Furr, N.	Products to platforms: Making the leap	2016	Harvard Business Review
Hagiu, A., Wright, J.	Multi-sided platforms	2015	International Journal of Industrial Organization
Benlian, A., Hilkert, D., Hess, T.	How open is this platform? The meaning and measurement of platform openness from the complementors' perspective	2015	Journal of Information Technology
Stremersch, S., Tellis, G.J., Franses, P.H., Binken, J.L.G.	Indirect network effects in new product growth	2007	Journal of Marketing
Hagiu, A., Spulber, D.	First-party content and coordination in two-sided markets	2013	Management Science
Parker, G.G., Van Alstyne, M.W.	Two-sided network effects: A theory of information product design	2005	Management Science
Afuah, A.	Are network effects really all about size? the role of structure and conduct	2013	Strategic Management Journal
Boudreau, K.J., Jeppesen, L.B.	Unpaid crowd complementors: The platform network effect mirage	2015	Strategic Management Journal
Shankar, V., Bayus, B.L.	Network effects and competition: An empirical analysis of the home video game industry	2003	Strategic Management Journal
Zhu, F., Iansiti, M.	Entry into platform-based markets	2012	Strategic Management Journal
Panico, C., Cennamo, C.	User preferences and strategic interactions in platform ecosystems	2020	Strategic Management Journal
Markovich, S., Moenius, J.	Winning while losing: Competition dynamics in the presence of indirect network effects	2009	International Journal of Industrial Organization
Allen, B.J., Gretz, R.T., Houston, M.B., Basuroy, S.	Halo or Cannibalization? How New Software Entrants Impact Sales of Incumbent Software in Platform Markets	2021	Journal of Marketing
Kim, J.-H., Prince, J., Qiu, C.	Indirect network effects and the quality dimension: A look at the gaming industry	2014	International Journal of Industrial Organization
McIntyre & Subramaniam	Strategy in network industries: A review and research agenda	2009	Journal of Management
Rochet & Tirole	Platform competition in two-sided markets	2003	Journal of the European Economic Association
Lieberman & Montgomery	First-mover (dis) advantages: retrospective and link with the resource-based view	1998	Strategic Management
Armstrong	Competition in two-sided markets	2006	The RAND Journal of Economics
Rochet & Tirole	Two-sided markets: an overview	2004	The RAND Journal of Economics
McIntyre, D.P., Srinivasan, A.	Networks, platforms, and strategy: Emerging views and next steps	2017	Strategic Management Journal
Cennamo, C.	Competing in digital markets: A platform-based perspective	2021	Academy of Management Perspectives
GREGORY, R.W., HENFRIDSSON, O., KAGANER, E., KYRIAKOU, S.H.	The role of artificial intelligence and data network effects for creating user value	2021	Academy of Management Review
Van Alstyne, M.W., Parker, G.G., Paul Choudary, S.	Pipelines, platforms, and the new rules of strategy	2016	Harvard Business Review
Corts, K.S., Lederman, M.	Software exclusivity and the scope of indirect network effects in the U.S. home video game market	2009	International Journal of Industrial Organization
Gallagher, J.M., Wang, Y.-M.	Understanding network effects in software markets: Evidence from Web server pricing	2002	MIS Quarterly: Management Information Systems
Evans, D.S., Schmalensee, R.	Failure to launch: Critical mass in platform businesses	2010	Review of Network Economics
Farrell & Klemperer	Coordination and lock-in: Competition with switching costs and network effects	2007	Handbook of Industrial Organization
Clements & Ohashi	INDIRECT NETWORK EFFECTS AND THE PRODUCT CYCLE: VIDEO GAMES IN THE US, 1994–2002*	2005	The Journal of Industrial Economics
Caillaud & Jullien	Chicken & Egg: Competition among Intermediation Service Providers	2003	The RAND Journal of Economics
Panico & Cennamo	Strategic Interactions and the Nature of Indirect Network Effects in Platform Ecosystems	2020	Bocconi University Management Research Paper Forthcoming
Ceccagnoli, M., Forman, C., Huang, P., Wu, D.J.	Cocreation of value in a platform ecosystem : the case of enterprise software	2012	MIS Quarterly: Management Information Systems
Adner, R.	Ecosystem as Structure: An Actionable Construct for Strategy	2017	Journal of Management
Adner, R., Chen, J., Zhu, F.	Frenemies in platform markets: Heterogeneous profit foci as drivers of compatibility decisions	2020	Management Science
Cennamo, C., Santalo, J.	Platform competition: Strategic trade-offs in platform markets	2013	Strategic Management Journal