

Authors	Title	Year	Journal
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
Landsman, V., Stremersch, S.	Multihoming in two-sided markets: An empirical inquiry in the video game console industry	2011	Journal of Marketing
Park, K.F., Seamans, R., Zhu, F.	Homing and platform responses to entry: Historical evidence from the U.S. newspaper industry	2021	Strategic Management Journal
Chen, L., Yi, J., Li, S., Tong, T.W.	Platform Governance Design in Platform Ecosystems: Implications for Complementors's Multihoming Decision	2021	Journal of Management
Bakos, Y., Halaburda, H.	Platform competition with multihoming on both sides: Subsidize or not?	2020	Management Science
Farell & Klemperer	Coordination and lock-in: Competition with switching costs and network effects	2007	Handbook of Industrial Organization
Caillaud & Jullien	Chicken & Egg: Competition among Intermediation Service Providers	2003	The RAND Journal of Economics
Jung, D., Kim, B.C., Park, M., Straub, D.W.	Innovation and policy support for two-sided market platforms: Can government policy makers and executives optimize both societal value and profits?	2019	Information Systems Research
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
Zhu, F., Liu, Q.	Competing with complementors: An empirical look at Amazon.com	2018	Strategic Management Journal