

Authors	Title	Year	Journal
Eisenmann, T., Parker, G., Van Alstyne, M.	Platform envelopment	2011	Strategic Management Journal
Garud, R., Kumaraswamy, A., Roberts, A., Xu, L.	Liminal movement by digital platform-based sharing economy ventures: The case of Uber Technologies	2020	Strategic Management 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
Ondrus, J., Gannamaneni, A., Lyytinen, K.	The impact of openness on the market potential of multi-sided platforms: A case study of mobile payment platforms	2015	Journal of Information Technology
Song, P., Xue, L., Rai, A., Zhang, C.	The ecosystem of software platform: A study of asymmetric cross-side network effects and platform governance	2018	MIS Quarterly: Management Information Systems