



Exploring the implications of the platform economy



Lecturer: Prof. Martin Kenney

UC Davis and Berkeley Roundtable on the International Economy

Calendar

- April 27, 2017, 11-13
- May 5, 2017, 9-11
- May 15, 2017, 11-13
- May 29, 2017, 11-13
- May 31, 2017, 15-17

Readings (please read the articles before the lecture)

1. Platform Theory

- Gawer, A. (2014). Bridging differing perspectives on technological platforms: Toward an integrative framework. *Research Policy*, 43(7), 1239-1249.
- Cusumano, M. A. (2012). Platforms versus products: Observations from the literature and history. In *Advances in Strategic Management: History and Strategy* 29: (35-67).
- Parker, G., & Van Alstyne, M. (2010). Innovation, openness & platform control. In *Proceedings of the 11th ACM Conference on Electronic Commerce*. ACM.



2. Implications

- Kenney, M. and Zysman, J. 2016. The Rise of the Platform Economy. *Issues in Science and Technology* 32 (3): 61-69.
- Frenken, K., & Schor, J. (2017). Putting the sharing economy into perspective. *Environmental Innovation and Societal Transitions*.
- Davis, G. F. (2016). Can an economy survive without corporations? Technology and robust organizational alternatives. *Academy of Management Perspectives*, 30(2), 129-140.

3. Reorganizing the Work Process

- Barley, S. R. (2015) "Why the Internet Makes Buying a Car Less Loathsome: How Technologies Change Role Relations." *Academy of Management Discoveries*, (1):5-35. (focus on the empirical material and methods not so much theory).
- Scott, S. V., & Orlikowski, W. J. (2012). Reconfiguring relations of accountability: Materialization of social media in the travel sector. *Accounting, Organizations and Society*, 37(1), 26-40.
- Anable, B., D. Patton, and M. Kenney. 2017. Understand YouTube. Work in Progress.

4. Algorithmic Power

- Tufekci, Z. (2015). Algorithmic harms beyond Facebook and Google: Emergent challenges of computational agency. *Journal on Telecommunications & High Technology Law*, 13, 203.
- Lessig, L. (1999). *Code* (New York: Basic Books) pp. 30-60, 85-99.
- Irani, L. (2015). Justice for Data Janitors.
<http://www.publicbooks.org/justice-for-data-janitors/>

5. Thinking about Future

- Tufekci, Z. (2016). As the Pirates Become CEOs: The Closing of the Open Internet. *Daedalus*, 145(1), 65-78.
- Jia, K. and Kenney, M. 2016. "Mobile Internet Business Models in China: Vertical Hierarchies, Horizontal Conglomerates, or Business Groups?" BRIE Working Paper 2016-6.
- Lobel, O. (2016). The law of the platform. *Minnesota Law Review*, 101, 87.

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