



HARVARD | BUSINESS | SCHOOL

September 14, 2011

ANDREI HAGIU

173, Pleasant Street, apt. #206
Cambridge, MA 02139
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EDUCATION

- 2004 Ph.D., Economics, Princeton University
Dissertation: Platforms, Pricing, Commitment and Variety in Two-Sided Markets
Committee: Professor Patrick Bolton (chair)
Professor Robert Willig
Professor Giovanni Maggi
- 2000 M.Sc., Economics and Statistics, Ecole Nationale de la Statistique et de
l'Administration Economique (France)
- 1999 B.Sc., Mathematics and Economics, Ecole Polytechnique (France)

HARVARD UNIVERSITY

Appointments

- 2010 - Associate Professor of Business Administration, Harvard Business School
2005 - Assistant Professor of Business Administration, Harvard Business School

Assignments

- 2010 – 2011 Strategy and Technology course (elective curriculum); Strategy unit seminar organizer; supervision of independent student research; research; course development
- 2009 – 2010 Strategy and Technology course (elective curriculum); Strategy unit seminar committee; supervision of field studies and independent student research; research; course development
- 2008 – 2009 Strategy and Technology course (elective curriculum); Strategy unit seminar committee; admission activities for Strategy D.B.A. program; supervision of field studies and independent student research; research; course development
- 2007 – 2008 Strategy and Technology course (elective curriculum); Strategy and Real Estate executive education; Strategy unit recruiting committee; supervision of field studies and independent student research; research; course development

- 2006 – 2007 First-year (required curriculum) Strategy course; Strategy unit recruiting committee; supervision of field studies and independent student research; research; course development
- 2005 – 2006 First-year (required curriculum) Strategy course; research; course development

WORK EXPERIENCE

- 2004 – 2005 Research Fellow, Research Institute for the Economy Trade and Industry, Tokyo, Japan
Advised the Japanese Ministry of Economy Trade and Industry on Technology Policy
- 2003 Summer analyst, National Economics Research Associates, Paris, France
Participated in formulation of economic analysis for expert witnesses in antitrust cases
- 2002 Summer analyst, National Economics Research Associates, Rome, Italy
Participated in formulation of economic analysis for expert witnesses in antitrust cases
- 2001 Summer analyst, National Economics Research Associates, Madrid, Spain
Participated in formulation of economic analysis for expert witnesses in antitrust cases
- 2000 Summer analyst, National Economics Research Associates, Chicago, Illinois
Participated in formulation of economic analysis for expert witnesses in antitrust cases
- 1999 Embassy associate, French Financial Agency for Asia, Tokyo, Japan
Wrote report on the drivers of Japan's foreign exchange policy

PUBLICATIONS

I. Books and Chapters

With David S. Evans and Richard Schmalensee, *Invisible Engines: How Software Platforms Drive Innovation and Create Value*, Cambridge, MA: MIT Press, 2006.

With Kevin Boudreau, "Platform Rules: Multi-Sided Platforms As Regulators," chapter in Gawer, A. (ed), *Platforms, Markets and Innovation*, Cheltenham, UK and Northampton, MA, US: Edward Elgar, 2009.

"Software Platforms," chapter in Peitz, M. and J. Waldfogel (eds.), *The Handbook of the Digital Economy*, forthcoming, Oxford University Press 2011.

II. Articles

"Pricing and Commitment by Two-Sided Platforms," *Rand Journal of Economics*, 37(3), 720-737, 2006.

"Merchant or Two-Sided Platform," *Review of Network Economics*, 6(2), 115-133, 2007.

"Product Variety and Two-Sided Platform Pricing," *Journal of Economics and Management Strategy*, 18(4), 2009.

With David B. Yoffie, "What's Your Google Strategy," *Harvard Business Review*, April 2009.

With Robin S. Lee, "Exclusivity and Control," *Journal of Economics and Management Strategy*, 20(3), 679-708, Fall 2011.

With Bruno Jullien, "Why Do Intermediaries Divert Search," *Rand Journal of Economics*, 42(2), 337-362, Summer 2011.

III. Op-Eds and Columns

With Robert Dujarric, "Getting Japan To Capitalize On Its Innovation," Op-Ed, *Japan Times*, May 15, 2008.

With Robert Dujarric, "With Japan Behind Global Eight Ball, Here's What To Do," Op-Ed, *Nikkei Weekly*, October 6, 2008.

With Robert Dujarric, "Beyond The Industrial," Guest Column, *Financial Times*, October 13, 2008.

With Tom Eisenmann, "A Staged Solution to the Catch-22," Forethought column, *Harvard Business Review*, 25-26, November 2007.

WORKING PAPERS

With Julian Wright, "Multi-Sided Platforms," Working Paper [NUMBER NOT YET ASSIGNED].

With Bruno Jullien, "Search Diversion, Rent Extraction and Competition," HBS Working Paper 11-124.

With Daniel Spulber, "First-Party Content, Commitment and Coordination in Two-Sided Markets," HBS Working Paper 11-123.

"Quality vs. Quantity: Exclusion Platforms With Network Effects," HBS Working Paper 11-125.

With Robert Dujarric, "Capitalizing on Innovation: The Case of Japan," prepared for Columbia Law School's Business Law and Innovation project.

With Emmanuel Farhi, "Strategic Interactions in Two-Sided Market Oligopolies," HBS Working Paper 08-011.

"Multi-Sided Platforms: From Microfoundations to Design and Expansion Strategies," HBS Working Paper 09-115.

"Proprietary vs. Open Two-Sided Platforms and Social Efficiency," HBS Working Paper 09-113.

"Monopolistic Competition With Demand For More Than One Variety," HBS Working Paper 09-095.

COURSE DEVELOPMENT MATERIALS

"Wii Encore?" HBS case 712-416 (2011).

With Cesar Castro and Sarah Murphy, "PureTech Ventures in 2011," HBS case 712-419 (2011).

With Laura V. Arjona, and Emily Y. Zhang, "Game Time Decision for AppDirect," HBS case 712-410 (2011).

Laura V. Arjona, and Emily Y. Zhang, "Game Time Decision for AppDirect (TN)," HBS teaching note 712-411 (2011).

"Intellectual Property Intermediaries," HBS case 711-486 (2011).

With David B. Yoffie and Alison Berkley Wagonfeld, "Intellectual Ventures" HBS case 710-423 (2010).

"Intellectual Ventures (TN)," HBS teaching note 711-502 (2011).

"IP intermediaries & Intellectual Ventures (TN)," HBS teaching note 711-503 (2011).

With James Weber, "Gazelle in 2010," HBS case 711-446 (2010).

With Misha Sanwal, "The Auction for Travelport (A)," HBS case 710-474 (2010).

With Misha Sanwal, "The Auction for Travelport (B)," HBS supplement 710-475 (2010).

"The Last DVD Format War?" HBS case 710-443 (2010).

"Note on Multi-Sided Platforms," HBS note 709-484 (2009).

With David B. Yoffie and Elizabeth A. Kind, "Qualcomm Inc. 2009," HBS Case 710-433 (2009).

With Hanna W. Halaburda, "Responding to the Wii?," HBS case 709-448 (2009).

With Hanna W. Halaburda, "Responding to the Wii?," HBS teaching note 709-481 (2009).

"Microsoft Xbox: Changing the Game?," HBS case 707-501 (2006).

"Microsoft Xbox: Changing the Game?," HBS teaching note 709-480 (2009).

With David B. Yoffie and Michael Slind, "VMware Inc., 2008," HBS case 709-435 (2008).

"VMware Inc., 2008," HBS teaching note 709-468 (2009).

With Benjamin G. Edelman, "Consumer Payment Systems - Japan," HBS case 909-007 (2008).

With Benjamin G. Edelman, "Consumer Payment Systems - United States," HBS case 909-006 (2008).

With Benjamin G. Edelman, "Consumer Payment Systems - United States and Japan," HBS teaching note 909-039 (2009).

With Anita Elberse and Masako Egawa, "Roppongi Hills: City Within A City," HBS case 707-431 (2007).

"Roppongi Hills: City Within A City," HBS teaching note 709-479 (2009).

With Thomas R. Eisenmann, "Staging Two-Sided Platforms," HBS note 808-004 (2007).

With David B. Yoffie and Michael Slind, "Brightcove and the Future of Internet Television," HBS case 707-457 (2007).

"Brightcove and the Future of Internet Television," HBS teaching note 707-568 (2007).

With Wai-shun Lo, "PCCW now," HBS Case 709-405 (2008).

With Peter A. Coles and Alison B. Wagonfeld, "Ocean Tomo: Building a Market for Intellectual Property," HBS case 709-404 (2008).

With Peter A. Coles "Ocean Tomo: Building a Market for Intellectual Property," HBS teaching note 709-478 (2008).

With Pai-Ling Yin, Daniela Beyersdorfer and Vincent M. Dessain "SAP: Industry Transformation," HBS case 707-435 (2006).

With Pai-Ling Yin, "SAP: Industry Transformation," HBS teaching note 707-578 (2007).

With Elena Corsi, "PlaNet Finance: Broad Scope in Microfinance," HBS Case 708-441 (2007).

With Tarun Khanna, Felix Oberholzer-Gee, Masako Egawa and Chisato Toyama, "Production I.G: Challenging the Status Quo," HBS case 707-454 (2006).

Bradley, Stephen P., David J. Collis, Kevin P. Coyne, Andrei Hagiu, Mikolaj Jan Piskorski, Jan W. Rivkin, and John R. Wells, "How to Crack a Strategy Case," HBS note 707-549 (2006).

PRESENTATIONS

2010-2011

“First-Party Content, Commitment and Coordination in Two-Sided Markets”

Second Annual Conference on Internet Search and Innovation, Northwestern University School of Law, June 2011

“Quality vs. Quantity: Exclusion by Platforms With Network Effects”

Foundations of Business Strategy Conference, Washington University in Saint Louis Olin Graduate School of Business, May 2011

University of California San Diego Rady School of Management, May 2011

2009-2010

“Why Do Intermediaries Divert Search?”

Department of economics, Yonsei University, Seoul, South Korea, June 2010

AEA annual meetings – session on two-sided markets, Atlanta, January 2010

“Economics & strategy for Multi-Sided Platforms”

Department of economics, Yonsei University, Seoul, South Korea, June 2010

IE Business School, Madrid, Spain, March 2010

“Emergence of Intellectual Property Intermediation Models”

Hong Kong Business of Design – panel on innovation – December 2009

2008-2009

“Playing with Multi-Sided Platforms”

Hong Kong Harvard Business School Alumni Association, July 2009

“Why Do Intermediaries Divert Search?”

School of Economics and Finance, Hong Kong University, July 2009

Summer Workshop in Industrial Organization and Management Strategy, School of Economics and Management, Tsinghua University, Beijing, China, June 2009

Haas School of Business, University of California at Berkeley, February 2009

Conference of the European Association for Research in Industrial Economics, Toulouse, France, September 2008

University of Virginia economics seminar, September 2008

“Capitalizing On Innovation: The Case of Japan”

Stanford Program on Regions of Innovation and Entrepreneurship seminar, Stanford University, February 2009

Business Law and Innovation Conference, Columbia Law School, November 2008

“Platform Rules: Multi-Sided Platforms As Regulators”

Academy of Management Professional Development Workshop on “Industry Architecture Dynamics: The Questions We Ask, the Theory-Practice Frontier and the Agenda,” Anaheim, CA, August 2008

“Platforms, Markets and Innovation” Conference, Imperial College Tanaka Business School, London, UK, June 2008

“Strategic Interactions In Two-Sided Market Oligopolies”

Toulouse School of Economics theory seminar, June 2008

2007 – 2008

“Designing A Two-Sided Platform: When To Divert Search?”

Columbia Business School seminar, February 2008

University of North Carolina at Chapel Hill economics seminar, December 2007

Hong Kong University of Science and Technology economics seminar, November 2007

Tokyo University economics seminar, November 2007

“Strategic Interactions In Two-Sided Market Oligopolies”

Sixth annual International Industrial Organization Conference, Arlington, Virginia, May 2008

University of Calgary economics seminar, April 2008

“Animation and Videogames: Creativity and Market Failures in Japan’s Content Industries”

Stern School of Business US-Japan Center, New York University, February 2008

“Multi-Sided Platforms: From Invisible Engines to Merchants”

Chinese University of Hong Kong Faculty of Business Administration, November 2007

“Merchants vs. Two-Sided Platforms”

The Economics of the Internet and Communication Technologies conference, Telecom Paris, June 2007

2006 – 2007

“Merchants vs. Two-Sided Platforms”

Industrial Organization and Management Strategy Summer Workshop, Shanghai, China, June 2007

Fifth annual International Industrial Organization Conference, Savannah, Georgia, April 2007

Toulouse Network for Information Technology Meetings, Toulouse, France, January 2007

“Multi-Sided Platforms: From Invisible Engines to Merchants”

Harvard Business School Research Symposium, May 2007

Graduate School of International Corporate Strategy, Hitotsubashi University, Tokyo, November 2006

“Multi-Sided Platforms: A New Way to Innovate and Achieve Industry Leadership”

Harvard Business School Alumni Association of Hong Kong guest seminar, May 2007

Harvard Business School Tokyo Research Symposium, March 2007

The Academic Association for Organization Science guest seminar, Tokyo, March 2007

Japan Marketing Research Institute Annual Symposium, Tokyo, November 2006

“Animation and Videogames: Creativity and Market Failures in Japan’s Content Industries”

Temple University Japan business economics seminar, Tokyo, March 2007

Japanese Fair Trade Commission seminar, Tokyo, July 2006

“Exclusivity and Control”

National University of Singapore industrial organization seminar, Singapore, June 2007

Fourth bi-annual conference on The Economics of the Software and Internet Industries, Toulouse, France, January 2007

MIT Sloan marketing seminar, November 2006

“Proprietary vs. Open Two-Sided Platforms and Social Efficiency”

U.S. Department of Justice Antitrust Division, Washington DC, December 2006

2005 – 2006

“Two-Sided Platforms, Product Variety and Social Efficiency”

Fourth annual International Industrial Organization Conference, Boston, April 2006

American Economic Association Meetings, Chicago, January 2006

“Merchant or Two-Sided Platform?”

Telecom Paris workshop on “The economics of e-intermediation: What is specific in digital business models?” Paris, France, June 2005

2004 – 2005

“The Importance of Multi-Sided Platforms for Innovation and Competitive Advantage in Industries Related to the Digital Home”

Research Institute of Economy Trade and Industry international symposium, Tokyo, Japan, February 2005

“Two-Sided Platforms, Product Variety and Social Efficiency”

Third bi-annual conference on The Economics of the Software and Internet Industries, Toulouse, France, January 2005

Tokyo University Economics seminar, October 2004

Japan Fair Trade Commission seminar, October 2004

“The Economic Role of Software Platforms in Computer-Based Industries and Implications for Japan’s High-Technology Sectors”

Research Institute of Economy Trade and Industry seminar, Tokyo, Japan, November 2004

2003 – 2004

“Pricing and Commitment by Two-Sided Platforms”

First conference on The Economics of Two-Sided Markets, Toulouse, France, January 2004

PROFESSIONAL AND OTHER ACTIVITIES

Editorial Board: *The Berkeley Electronic Journal of Economic Analysis and Policy*

Reviewer: *American Economic Review, European Economic Review, International Journal of Industrial Organization, Journal of Economics and Management Strategy, Journal of the European Economic Association, Journal of Industrial Economics, Journal of Political Economy, Management Science, Rand Journal of Economics, Review of Economic Studies.*