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BOSTON UNIVERSITY
QUESTROM SCHOOL OF BUSINESS

Dissertation

ESSAYS ON WITHIN-PLATFORM COMPETITIVE DYNAMICS

by

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requirements for the degree of
Doctor of Philosophy

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My dissertation contains three separate essays on competitive dynamics within digital platforms. Digital platforms have now become an important part of our modern economy, and all of three essays focus on underexplored players in digital platforms: that is, platform complementors who produce complementary products to the platform, and their competitive landscape. The research context of my dissertation is about mobile platforms, Apple iOS app store and Google Play app store, and I constructed unique datasets combining from multiple sources. In addition, I supplement my quantitative analysis with qualitative examination that I obtained from interviews with industry informants and industry experts and via content analysis.