



MGMT 799 001 and 003
Global Management of Digital Platforms
Professor Mauro F. Guillén

Q1 Fall 2020

Two sections: MW 4:30-5:50 & 6:00-7:20

This half-semester class deals with the international expansion of digital platforms. The focus is on identifying and leveraging the demographic, cultural, institutional, and regulatory aspects that enable digital platforms to be successful in global markets, following a methodology based on core concepts in network analysis, strategic management, and international management. Cases of companies from Africa, Asia, Europe, Latin America, and the United States will be thoroughly analyzed in class, supplemented with quantitative information on market conditions across the world. Special attention will be paid to the opportunities and threats stemming from the coronavirus pandemic, and to issues pertaining to discrimination and inequality. Evaluation criteria include class participation, multiple-choice tests, and a team paper analyzing a specific digital platform.

List of Topics

1. Network Effects in the Global Digital Economy
2. Demographic Trends and Digital Platforms
3. Changing Industry Dynamics: Spotify.
4. Prioritizing Markets: Tinder
5. Sequence of International Expansion: Airbnb
6. E-Commerce Platforms: Shopify and MercadoLibre
7. Mobile Payments and Remittances: Alipay
8. Dealing with Regulators: Uber
9. Learning Platforms: Coursera, Kahn Academy, and Snapplify
10. Telemedicine: Doctor on Demand
11. Failed Digitalization: eBooks & Wines
12. Discrimination and Inequality on Digital Platforms
- 13-14: Student Presentations