Research Notes: Prof. Geoffrey Parker

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Geoffrey Parker's research is featured in the May 2013 issue of International Innovation, a publication dedicated to the dissemination of science and technology research. The article, titled The Power of Platforms, discusses the research conducted by Parker and Marshall Van Alstyne, associate professor at Boston University, on platform-driven markets, a topic the two colleagues have studied for over 15 years. The magazine also features a Q&A with Parker and Van Alstyne. Parker is a professor of management science at Tulane University's A. B. Freeman School of Business.