Research Notes: Geoff Parker and Burcu Tan

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Geoff Parker



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Geoff Parker and Burcu Tan's paper "Platform Performance Investment in the Presence of Network Externalities," co-authored with Edward G. Anderson Jr., associate professor of information, risk and operations management at the University of Texas at Austin, has been accepted for publication in *Information Systems Research*. In the paper, the authors build a strategic model to investigate the trade-off between investing in high platform performance versus reducing investment in order to facilitate third party content development and characterize the conditions under which offering a platform with lower performance but greater availability of content can be a winning strategy. Parker is the Norman Mayer Professor of Business and professor of management science at Tulane University's A. B. Freeman School of Business. Tan is an assistant professor of management science at the Freeman School.