November 7th, 2019

Jørgen Veisdal
Faculty of Economics
Norwegian University of Science and Technology
Alfred Getz vei 1, Trondheim, 7491, Norway
Tel: (+47) 926 98 713
Email: jorgen.veisdal@ntnu.no

Dear Mr. Goldfarb and Mr. Greenstein,

My name is Jørgen Veisdal and I am a third-year Ph.D. candidate in industrial economics the Department of Industrial Economics and Technology Management at the Norwegian University of Science and Technology. My field of research is at the intersection between strategic management and industrial organization, and regards so-called multi-sided platform businesses, which operate in markets characterized by the presence of cross-group network externalities. In particular, my research investigates firms' entry strategies from both qualitative and quantitative perspectives, emphasizing the need for case-based research in order to obtain valuable implications for managers and policy makers.

Since entering my graduate program in September of 2016, I have conducted two studies which have resulted in papers currently in review in Electronic Markets and AOM Discoveries. The first is an exploratory multi-case study investigating the entry strategies used by ten established Norwegian platform firms through interviews with their founding teams. The second is a quantitative investigation of consumers' perceptions of value based on data on first- and third-party products on Amazon's Marketplace. I am currently collecting longitudinal data for a mixed-method case study attempting to measure the impact of network externalities on a popular newly established platform for on-campus recruiting in Norway. In addition I am writing a conceptual paper about the role of innovators and imitators in multi-sided markets.

Prior to my graduate research I first obtained double undergraduate degrees in industrial design engineering and mathematics (2013) at HiOf and UiS and a M.Sc in Technology (2015) at NTNU. I've was a visiting scholar at UC Berkeley in the summer of 2014 and Stanford University in 2018. In addition to my research, I've lectured the course "Commercialization of Technology" for first-year graduate students at NTNU in 2018 and 2019, and completed coursework in economics and innovation research at Stanford University (2017) and through the NORSI research group.

My dissertation title is "Entry strategies for platform businesses in multi-sided markets". I plan to submit and defend my dissertation in the spring of 2021.

I would love to participate in the Digitization Tutorial 2020, as I think the opportunity to obtain perspectives from and interact with other researchers investigating digital transformations could be especially helpful for me in this phase of my research. Considering I am in the process of writing my dissertation, critical and experienced perspectives will be especially valuable as I get ready to defend.

Sincerely,

Jørgen Veisdal