Anparasan Mahalingam

Purdue University
Krannert School of Management
403 W. State Street
West Lafayette, IN 47906

Phone: + 1 (765) 775-6712
Email: anparasan@purdue.edu (official)
anparasan@gmail.com (personal)

Education

Ph.D. Strategic Management, Purdue University, Indiana, USA, 2016 - pres.[1]

Research: *Platform Allocation of Decision Rights and Information Asymmetry.*

Co-Chairs: Prof. Rich Makadok, Purdue University and Prof. Tony Tong, University of Colorado, Boulder

Abstract: This dissertation examines the interplay between platform governance and information asymmetry, and how platforms can use the governance tools at their disposal effectively to design and facilitate their ecosystems. I examine platform business models, with a focus on the competitive strategy and corporate-level strategy issues that platform businesses face in allocating decision rights due to concerns of information asymmetry. I plan to make contributions by: (1) clarifying how a platform business can create value by lubricating the frictions in the economy that arise from one or more of three classic information-economics problems (search costs, coordination costs, and transaction costs) – theorizing about how synergies among the capabilities for solving these three problems can help platform businesses build and sustain competitive advantage over either rival platforms or non-platform substitutes, (2) studying how the markets that a platform creates are affected by its interventions driven by informational hazards where, for example, the platform either competes against complementors on one side of the market (e.g., offering apps that compete with those of independent software developers) or sets up the platform with open versus closed standards/policies and (3) investigating how platforms can use partitioning of the decision rights—the authority and responsibility of different market participants to make specific decisions—to improve transactional efficiencies and mitigate the effects of adverse selection in the in online peer-to-peer lending markets.

Doctoral level courses: Microeconomics I, II, Probability and statistics, Stochastic models, Econometrics I, II, Convexity and optimization, Stochastic dynamic programming, Industrial organization, Applied industrial organization, Mathematics for economists, Doctoral seminar in strategic management I, II, III, IV, V, VI, VII, VIII, Real analysis and measure theory, Operations and supply chain analysis, Seminar in capital markets I, II, Advanced game theory, Queueing theory, Seminar in Managerial Finance I, II, Advanced decision theory, Bayesian econometrics, Seminar in political sociology, Algorithmic game theory, Microeconometrics, Labor economics

Ph.D. Industrial Engineering, Purdue University, Indiana, USA, 2014 - pres.

Research: *Essays on Network Evolutionary Processes.*

M.Sc. Economics, Purdue University, Indiana, USA, Spring 2016.

M.Sc. Global Supply Chain Management, Purdue University, Indiana, USA, Spring 2016.

[1] PhD in Strategic Management and Industrial Engineering are independently completed at Purdue University.

M.Sc. Sustainability, Development, and Peace, United Nations University, Japan, 2013.

B.Sc. Electrical and Electronic Engineering, University of Peradeniya, Sri Lanka, 2010.

Research Interests

Platform governance, Network evolution, Scope of the firm, Interface of public policy and strategic management, Digital innovation and internet markets

Publications

Working papers

Mahalingam, Anparasan and Tong, Tony. "How reallocation of decision rights mitigates adverse selection in platform markets: Evidence from online P2P lending"

Mahalingam, Anparasan, Alyakoob, Mohammed, and Rahman, Mohammad. "Mechanism Design for Online Marketplace Lending with Institutional Investors"

Mahalingam, Anparasan, Johnson, David and Ozmel, Umit. "Hierarchical and Modular Patterns in Strategic Networks"

Work in progress

Mahalingam, Anparasan and Makadok, Richard. "Value Creation and Capture in Platform Business Models: An Information-Theoretic Perspective": Modeling complete. Writing in progress

Mahalingam, Anparasan and Tong, Tony. "Platform Control, Ecosystem Structure and Complementor Entry: Evidence from Mobile Apps": Data collection completed and empirical analysis in progress

Alyakoob, Mohammed, Mahalingam, Anparasan and Rahman, Mohammad. "Geography and the Rise of FinTech: Evidence from Peer-to-Peer Lending": Empirical analysis in progress