

The Role of Marketing in Technology-based Platforms

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Abstract

Despite the prevalence of the circular economy, we know relatively little about two questions: What is a technology-based platform? And what role does marketing play in creating, managing, and appropriating value for relevant stakeholders? In this paper, we propose that a technology-based platform is where value is created, managed and appropriated by technology marketers, who bring together consuming customers, producing customers, and complementors. We then describe the role of technology marketers as creating value from unrealized resources, managing value via big data, and appropriating value for relevant stakeholders. Our research advances understanding by expanding theory regarding the critical role of marketing in a technology-based platform.

Speaker Profile

Ashish Sinha is Professor of Marketing at UTS Business School. He has previously held senior leadership positions in both industry and academia, including Associate Dean Research (UTS), Interim Dean (UTS Business School), Acting Head of Economics (UTS), and Professor and Head of School of Marketing at the Australian School of Business, University of New South Wales, and Vice President, Analytics Insights group at Information Resources, Chicago, USA. His research work lies at the interface of the practice and theory of marketing. He develops marketing systems to help managers make better decisions on one hand, while improving the quality of consumer decision making and welfare on the other. His work has appeared in many academic journals, including *Marketing Science*, *the Journal of Marketing*, *the Journal of Marketing Research*, *the Journal of Consumer Psychology*, *the Journal of Retailing*, *Marketing Letters*, *the Journal of Retailing and Consumer Services*, *the Journal of Business Research*, *Industrial Marketing Management* and *Australasian Marketing Journal*. For more details, feel free to visit the following webpage: <https://www.uts.edu.au/staff/ashish.sinha>