

**VIJAY VENKATARAMAN**

Indian Institute of Management - Bangalore

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**EDUCATION**

**PhD** (*Management; Major: Strategy & Innovation; Minor: Economics*) **2019**  
**Georgia Institute of Technology, Atlanta**

- **Thesis:** Essays on Platform Ecosystems
- **Committee:** Marco Ceccagnoli, Georgia Tech (Co-chair); Chris Forman, Cornell (Co-chair); Annamaria Conti, HEC-Lausanne; Henry Sauermann, ESMT-Berlin; Alfonso Gambardella, Bocconi.

**Masters** (*Business Administration; Major: Information Technology*) **2010**  
**Indian Institute of Technology - Madras**

**Bachelors** (*Engineering; Major: Electrical and Electronics Engineering*) **2006**  
**Anna University, Chennai**

**RESEARCH INTERESTS**

Platform Ecosystems, Digital Strategy, Technological Innovation, Human Capital

**WORKING PAPERS/ PAPERS UNDER REVIEW**

- Multi-homing within Platform Ecosystems: The Strategic Role of Human Capital (with M. Ceccagnoli, C. Forman)
- Platform Competition and Complementor Performance (with M. Ceccagnoli, C. Forman)
- Value Co-Creation and Appropriation within Ecosystems (with M. Ceccagnoli, C. Forman)
- Adoption of Digital Platforms: The Role of Institutional Pluralism (with A. Karunakaran)
- The Shock of the Affordable Care Act on Regional Ecosystems in Medical Devices (with D. Ku)
- Location: Destiny or Strategy? (with D. Ku, S. Pillai)
- Too Big to Succeed? Organizational Adaptation in the Face of Tech Change (with J. Eklund)

**WORK IN PROGRESS**

- DARPA Challenge and the Rise of the Autonomous Vehicle Ecosystem (with H.Y. Kang, E. Sohn)
- Bengaluru Agglomeration: The Role of MNCs (with A. Lamin, B.S. Sachidananda)
- Two and half theories of entrepreneurship in emerging markets (with N. Kaushik)
- What determines the mobility of individuals within platform ecosystems?
- Agglomeration Effects in Medical Devices: Supply chain(ed)? (with D. Ku, S. Pillai)

## INVITED PRESENTATIONS

- Strategic Management Society Annual Conference (London, 2020)
- ICIS Annual Conference (Munich, 2019) – *presented by co-author*
- Strategic Management Society Annual Conference (Minneapolis, 2019)
- SMJ Special Issue Conference (Minneapolis, 2018)
- Strategic Management Society Annual Conference (Paris, 2018) – *presented by co-author*
- Academy of Management Annual Meeting (Chicago, 2018)
- Platform Strategy Research Symposium (Boston, 2018)
- Strategic Management Society Annual Conference (Houston, 2017)
- Academy of Management Annual Meeting (Atlanta, 2017)
- CCC Doctoral Conference - Wharton (Philadelphia, 2017)
- Strategic Management Society Special Conference (Milan, 2017)
- INFORMS Annual Meeting (Nashville, 2016)

## TEACHING

- |   |                     |
|---|---------------------|
| ▪ <b>Competition &amp; Strategy</b> (MBA) - <i>upcoming</i>     | <b>Oct-Dec 2020</b> |
| ▪ <b>Strategy Content (B) Phenomena</b> (PhD) - <i>upcoming</i> | <b>Oct-Dec 2020</b> |
| ▪ <b>Competition &amp; Strategy</b> (MBA)                       | <b>Sep-Dec 2019</b> |
| ▪ <b>Strategy Content (B) Phenomena</b> (PhD)                   | <b>Aug-Dec 2019</b> |
| ▪ <b>International Business</b> (Undergrad)                     | <b>Spring 2017</b>  |
| ▪ <b>Corporate Strategy</b> (Undergrad)                         | <b>Spring 2019</b>  |
| ▪ <b>Foundations of Strategy</b> (Undergrad)                    | <b>Spring 2019</b>  |
| ▪ <b>Foundations of Strategy</b> (Undergrad)                    | <b>Fall 2018</b>    |
| ▪ <b>Strategic Management</b> (Undergrad)                       | <b>Summer 2017</b>  |
| ▪ <b>International Business</b> (Undergrad)                     | <b>Spring 2017</b>  |

## SERVICE

- Adhoc Reviewer for Academy of Management Journal
- Adhoc Reviewer for SMS Annual Conferences
- Adhoc Reviewer for AoM Annual Meetings
- Review Committee, EPIP (European Policy for Intellectual Property) Conference
- PhD Admissions Committee – IIM Bangalore
- PhD Comprehensive Exams Assessment Committee – IIM Bangalore

## MEMBERSHIPS

- Strategic Management Society
- Academy of Management

## INDUSTRY/ START-UP EXPERIENCE

### Infosys Limited

*Senior Associate Consultant – Manufacturing Practice*

**Oct 2010 – Jun 2013**

### Bahwan Cybertek Private Limited (Deloitte Technology Fast 50 start-up in India)

*Senior Management Executive*

**June 2010 – Sep 2010**

### Infosys Limited

*Software Engineer*

**Sep 2006 – July 2008**

## AWARDS/ ACHIEVEMENTS

- Winner of the Best Paper Prize (Cooperative Strategy IG) at the Strategic Management Society Meeting Annual Conference (Houston, 2017)
- Conference Travel Grant - \$2000 (2014-15), \$2000 (2015-16), \$5300 (2016-17), \$2000 (2017-18)
- Research Collaboration Travel Grant - \$1500 (2017-18)
- Placed in the 99th percentile on the GMAT (Graduate Management Aptitude Test)
- Placed in the 99th percentile on the TOEFL (Test of English as a Foreign Language)
- Won the spot award in Dec-2011 in recognition of my exceptional work at Infosys
- Won a certificate of appreciation in 2007 for my contribution toward the reuse initiative at Infosys
- Represented my region at the Indian National Mathematical Olympiad (INMO-2002)
- Fourth rank at the Regional Level Mathematical Olympiad (RMO-2002)
- Second rank in Masters; First Class with Distinction in Undergrad; Top 0.1% in CBSE Class XII

## REFERENCES

### MARCO CECCAGNOLI

Professor of Strategy & Innovation  
Area Coordinator  
Scheller College of Business  
Georgia Institute of Technology  
[marco.ceccagnoli@scheller.gatech.edu](mailto:marco.ceccagnoli@scheller.gatech.edu)

### HENRY SAUERMANN

Associate Professor of Strategy  
Peter Pühringer Chair in Entrepreneurship  
ESMT Berlin  
[henry.sauermann@esmt.org](mailto:henry.sauermann@esmt.org)

### CHRIS FORMAN

Peter and Stephanie Nolan Professor of  
Strategy, Innovation, and Technology  
Charles H. Dyson School of Applied  
Economics and Management  
Cornell University  
[chris.forman@cornell.edu](mailto:chris.forman@cornell.edu)