

Workshop on

INNOVATION

**in Digital
Industries**

February 23rd, 2017 at Sano-shoin Hall, Hitotsubashi
University, Kunitachi Tokyo

Innovation in digital industries now figures prominently in determining aggregate economic outcomes in the economy. Digital goods are pervasive and range from computer software to music, film and games, engineering blueprints, and even DNA sequences. There have been important discussions about whether new digital technological advances contribute to growth in productivity. Less attention, however, has been paid to understand the industry's boundaries, the accompanying organizational changes necessary to reap advances in the new digital technologies as well as the conditions for firms and countries to be successful entrants. The workshop aims at a discussion of these important issues.

10:30- (Pre-research Meeting by presenters and IIR faculty members)

11:45

11:45- Registration and Lunch

12:45

12:45- Opening Remarks

13:00

13:00- Conditions for successful entry in new digital industries:
 13:45 the role of generic complementary assets in the case of the
 online games industry

Steven Casper
 (Keck Graduate Institute),
 Marcela Miozzo
 (University of Manchester),
 Cornelia Storz
 (University of Frankfurt)

13:45- How does digital technology affect the boundary of product?

14:30 Rise and fall of the digital still camera industry

Yaichi Aoshima
 (Hitotsubashi University, IIR)

14:30- Coffee Break

14:45

14:45- 15:30	Innovation pattern of digital industry: An evolutionary process of the Home video game in Japan	Fumihiko Ikuine (Tsukuba University)
15:30- 16:15	How a laid-off employee becomes an entrepreneur: The case of Nokia's Bridge program	Byeongwoo Kang (Hitotsubashi University, IIR) Heikki Rannikko (Aalto University School of Science) Erno T. Tornikoski (Grenoble Ecole de Management)
16:15- 16:30	Coffee Break	
16:30- 17:15	Platforms as institutional frameworks for cross-border trade: The case of Online Labour Markets	Vili Lehdonvirta (University of Oxford)
17:15- 18:00	Platform Company Research - Some Data and Questions.	Michael Cusumano (MIT Sloan School, Tokyo University of Science)
18:00-	Closing Remarks Dinner	

The workshop is co-organized and co-funded by Innovation Management Policy Program