

Intellectual Property and the Digital Economy

Organizers: Catherine Magelssen (London Business School) and Minyuan Zhao (Washington University in St. Louis)

Additional Panelists:

Kenneth Huang (National University of Singapore)

Nan Jia (University of South California)

Aldona Kapacinskaite (Bocconi University)

Ramkumar Ranganathan (University of Texas-Austin)

In this panel session, scholars will bring their areas of expertise into a discussion on the role of intellectual property (IP) in firm strategy, especially in the digital economy. We will discuss how competitive, organizational, business model, and institutional changes associated with digital and platform economies affects IP strategies, and how firm behavior can shed light on policies.

We will invite leading scholars from a variety of backgrounds to share their assessments and insights about these topics. Among others, the panelists will discuss questions such as:

- How is IP management in the digital and platform economies challenging our existing theories that were based on traditional product-based industries?
- How do firms choose among various forms of IP, such as copyrights, patents, trademarks, and trade secrets?
- How is the creation of IP and appropriation of value from IP affected by technology standards and the platform economy?
- How has technological development changed the optimal legal and institutional arrangements?
- How is policy coordination (or lack thereof) across countries affecting the IP strategies of multinational enterprises?

With this panel, we aspire to create a platform for developing ideas and facilitating conversations and collaborations.