

ANDREI HAGIU

<https://platformchronicles.substack.com/>
Boston University Questrom School of Business
595 Commonwealth Avenue, #631a
Boston, MA 02215

EDUCATION

2004 Ph.D., Economics, Princeton University
2000 M.Sc., Economics, Ecole Nationale de la Statistique et de l'Administration Economique
1999 B.Sc., Mathematics and Economics, Ecole Polytechnique

ACADEMIC APPOINTMENTS

2025-present Professor of Information Systems, Boston University Questrom School of Business
2018-2025 Associate Professor of Information Systems, Boston University Questrom School of Business
2016-2018 Visiting Associate Professor of Technological Innovation, Entrepreneurship and Strategic Management, MIT Sloan School of Management
2010-2016 Associate Professor of Business Administration, Harvard Business School
2005-2010 Assistant Professor of Business Administration, Harvard Business School

WORK EXPERIENCE

2012-2013 Product Management, Intuit Corporation
2004-2005 Fellow, Research Institute for the Economy Trade and Industry, Tokyo, Japan

AWARDS

2025 “[When Data Creates Competitive Advantage](#)” selected for [Harvard Business Review's 10 Must Reads on Data Strategy](#), spring 2025.
2024-2026 Dean's Research Scholar, Boston University Questrom School of Business.
2024 Gh. Cartianu prize of the Romanian Academy for “[Should platforms be allowed to sell on their own marketplaces?](#)”
2024 “[Turn Generative AI from an Existential Threat into a Competitive Advantage](#)” selected for *Harvard Business Review's special issue How to Thrive in a Gen AI World*.
2023 “Should platforms be allowed to sell on their own marketplaces?” Winner, 2023 Antitrust Writing Awards: Academic Articles, Digital.
2019-2023 Dean's Research Scholar, Boston University Questrom School of Business.
2020 “[What's Your Google Strategy](#)” and “[Finding the Platform in Your Product](#)” selected for *Harvard Business Review's 10 Must Reads on Platforms and Ecosystems November 2020*.
2019 “[Finding the Platform in Your Product](#)” selected for *Harvard Business Review's 10 Must Reads on Business Model Innovation July 2019* and for the Hudson Exclusive edition of *Harvard Business Review's 10 Must Reads 2019*.
2012 “Why Do Intermediaries Divert Search?” 2012 Best Paper on Competition Economics, Association of Competition Economics.
2006 *Invisible Engines: How Software Platforms Drive Innovation and Transform Industries* winner of the 2006 Annual Book Award for Excellence in Business, Management & Accounting by the Association of American Publishers.

RESEARCH

Working papers

A. Hagiú and J. Wright “[Platform traps](#),” December 2025.

Published Articles

A. Hagiú and J. Wright “[Artificial intelligence and competition policy](#),” *International Journal of Industrial Organization*, 103 (A), December 2025.

A. Hagiú and B. Zhou “[Transforming Products into Platforms: Unearthing New Avenues for Business Innovation](#),” *NIM Marketing Intelligence Review*, 16 (2), 10-17, October 2024.

A. Hagiú and J. Wright “[Will That Marketplace Succeed?](#)” *Harvard Business Review*, 102 (4), 94-103, July-August 2024.

S. Cook, A. Hagiú and J. Wright “[Turn Generative AI from an Existential Threat into a Competitive Advantage](#),” *Harvard Business Review*, 102 (1), 118-125, January-February 2024.

A. Hagiú and J. Wright “[Optimal Discoverability on Platforms](#),” *Management Science*, 70 (11), 7770-7790, November 2024.

A. Hagiú and J. Wright “[Marketplace leakage](#),” *Management Science*, 70 (3), 1529-1553, March 2024.

A. Hagiú and J. Wright “[Data-enabled learning, network effects and competitive advantage](#),” *RAND Journal of Economics*, 54 (4), 638-667, Winter 2023.

A. Hagiú, T.-H. Teh and J. Wright “[Should platforms be allowed to sell on their own marketplaces?](#)” *RAND Journal of Economics*, 53 (2), 297-327, Summer 2022. Winner, 2023 Antitrust Writing Awards: Academic Articles, Digital.

A. Hagiú and J. Wright “[Don’t Let Platforms Commoditize Your Business](#),” *Harvard Business Review*, 99 (3), 108-114, May-June 2021.

A. Hagiú and J. Wright “[When Data Creates Competitive Advantage](#),” *Harvard Business Review* (cover article), 98 (1), 94-101, January-February 2020.

A. Hagiú, B. Jullien and J. Wright “[Creating Platforms by Hosting Rivals](#),” *Management Science*, 66 (7), 3234-3248, July 2020.

A. Hagiú and J. Wright “[Platforms and the Exploration of New Products](#),” *Management Science*, 66 (4), 1527-1543, April 2020.

A. Hagiú and J. Wright “[The Optimality of Ad Valorem Contracts](#),” *Management Science*, 65 (11), 4951-5448, November 2019.

A. Hagiú and J. Wright “[Controlling versus Enabling](#),” *Management Science*, 65(2), 577-595, February 2019.

A. Hagiu and J. Wright "[The Status of Workers and Platforms in the Sharing Economy](#)," *Journal of Economics & Management Strategy*, 28(1), 97-108, January 2019.

A. Hagiu and E. Altman "[Finding the Platform in Your Product](#)," *Harvard Business Review*, 95(4), 94-100, July-August 2017. Selected for the Hudson Exclusive edition of *Harvard Business Review's 10 Must Reads 2019* and *Harvard Business Review's 10 Must Reads on Business Model Innovation July 2019*.

A. Hagiu and S. Rothman "[Network Effects Aren't Enough](#)," *Harvard Business Review*, 94(4), 65-71, April 2016.

A. Hagiu and J. Wright "[Multi-Sided Platforms](#)," *International Journal of Industrial Organization*, 43, 162-174, November 2015.

A. Hagiu and J. Wright "[Marketplace or Reseller?](#)" *Management Science*, 61(1), 184-203, January 2015.

A. Hagiu and H. Halaburda "[Information and Two-Sided Platform Profits](#)," *International Journal of Industrial Organization*, 34, 25-35, 2014.

A. Hagiu and B. Jullien "[Search Diversion and Platform Competition](#)," *International Journal of Industrial Organization*, 33, 48-60, 2014.

"[Strategic Decisions for Multi-Sided Platforms](#)," *Sloan Management Review*, 55(2), 71-80, Winter 2014.

A. Hagiu and D. Spulber "[First-Party Content and Coordination in Two-Sided Markets](#)," *Management Science*, 59(4), 933-949, April 2013.

A. Hagiu and J. Wright "[Do You Really Want to Be an eBay?](#)" *Harvard Business Review*, 91(3), 102-108, March 2013.

A. Hagiu and D. Yoffie "[The New Patent Intermediaries: Platforms, Defensive Aggregators and Super-Aggregators](#)," *Journal of Economic Perspectives*, 27(1), 45-66, Winter 2013.

A. Hagiu and R. S. Lee "[Exclusivity and Control](#)," *Journal of Economics and Management Strategy*, 20(3), 679-708, Fall 2011.

A. Hagiu and B. Jullien "[Why Do Intermediaries Divert Search?](#)" *Rand Journal of Economics*, 42(2), 337-362, Summer 2011. 2012 Winner for Best Paper on Competition Economics, Association of Competition Economics.

"[Two-Sided Platforms: Product Variety and Pricing Structures](#)," *Journal of Economics and Management Strategy*, 18(4), 1011-1043, Winter 2009.

A. Hagiu and D. Yoffie "[What's Your Google Strategy?](#)" *Harvard Business Review*, 87(4), 74-81, April 2009.

A. Hagiu and T. Eisenmann "[A Staged Solution to the Catch-22](#)," *Harvard Business Review*, 85(11), 25-26, November 2007.

"[Merchant or Two-Sided Platform](#)," *Review of Network Economics*, 6(2), 115-133, June 2007.

"[Pricing and Commitment by Two-Sided Platforms](#)," *Rand Journal of Economics*, 37(3), 720-737, Fall 2006.

Op-Eds and online articles

[“Could the GPT Store Turn ChatGPT into a Platform Powerhouse?”](#) *Harvard Business Review*, May 2025.

[“How to evaluate the upside and defensibility of marketplace businesses,”](#) *Korea Herald*, December 2024.

[“Which products will benefit and which will be disrupted by Gen AI,”](#) *Korea Herald*, November 2024.

[“Why and how all businesses should consider turning their products into platforms,”](#) *Korea Herald*, September 2024.

[“When does generative AI create competitive advantage?”](#) *Korea Herald*, July 2024.

C. Farronato, A. Fradkin, A. Hagiu and D. Lomax [“Understanding the tradeoffs of the Amazon antitrust case,”](#) *Harvard Business Review*, January 2024.

A. Hagiu and J. Wright [“To Get Better Customer Data, Build Feedback Loops into Your Products,”](#) *Harvard Business Review*, July 2023.

C. Dellarocas and A. Hagiu [“How Higher Ed Can Contend with Learning Platforms,”](#) *Harvard Business Review*, December 2022.

A. Hagiu and J. Wright [“What California’s New Gig Law Gets Wrong About Gig Work,”](#) *Harvard Business Review*, September 2019.

J. Breinlinger, A. Hagiu and J. Wright [“The Problems with 5-Star Rating Systems and How to Fix Them,”](#) *Harvard Business Review*, July 2019.

[“The Best Way for Netflix to Keep Growing,”](#) *Harvard Business Review*, August 2018.

[“Work 3.0: Redefining Jobs and Companies in the Uber Age,”](#) *Forbes*, September 2015.

A. Hagiu and R. Biederman [“The Dawning of the Age of Flex Labor,”](#) *Harvard Business Review*, September 2015.

[“Companies Need an Option Between Contractor and Employee,”](#) *Harvard Business Review*, August 2015.

[“How Facebook Can Totally Undermine Apple and Google in the Platform Games,”](#) *Wired.com*, February 2013.

“The Nuances of Marketplaces,” Guest Column, *vcinme.typepad.com*, August 2011.

[“Social Networks Will Change Product Innovation,”](#) *Harvard Business Review Blogs*, March 2011.

A. Hagiu and R. Dujarric “Japan’s Next Hurdle—Capitalizing on Innovation,” *The Oriental Economist*, June 2009.

A. Hagiu and R. Dujarric “Beyond the Industrial,” *Financial Times*, October 2008.

A. Hagiü and R. Dujarric “With Japan Behind Global Eight Ball, Here’s What To Do,” *Nikkei Weekly*, October 2008.

A. Hagiü and R. Dujarric “Getting Japan To Capitalize On Its Innovation,” *Japan Times*, May 2008.

“What are the Lessons of the Blu-Ray/HD-DVD Battle?” *Freakonomics.com*, March 2008.

Books

D. S. Evans, A. Hagiü and R. Schmalensee [*Invisible Engines: How Software Platforms Drive Innovation and Transform Industries*](#), Cambridge, MA: MIT Press, 2006. Winner of the 2006 Annual Book Award for Excellence in Business, Management & Accounting by the Association of American Publishers.

Book Chapters

A. Hagiü and D. Yoffie “Network Effects,” entry in Augier, M. and D. Teece (eds.), *The Palgrave Encyclopedia of Strategic Management*, Basingstoke, UK: Palgrave Macmillan, 2014.

“Software Platforms,” Chapter 3 in Peitz, M. and J. Waldfogel (eds.), *The Oxford Handbook of the Digital Economy*, New York, NY: Oxford University Press, 2012.

K. Boudreau and A. Hagiü “Platform Rules: Multi-Sided Platforms As Regulators,” Chapter in Gawer, A. (ed), *Platforms, Markets and Innovation*, Cheltenham, UK and Northampton, MA, US: Edward Elgar, 2009.

MEDIA MENTIONS

“[NTT Docomo’s “i-mode” Ends Its 27-Year History](#),” *Yomiuri Shimbun*, April 2026.

“[How to use AI for your competitive advantage](#),” interview with Entrepreneur Magazine, April 2024.

“Strategies for turning products into platforms,” [App Direct Decoding interview](#), April 2023.

“[The platform game: tackling the challenges of digital platform business models](#),” *TechMonitor*, October 2021.

“[Amazon aggregators are walking into the dragon’s cave](#),” *Financial Times*, September 2021.

“[Jeff Bezos told employees last year that other companies shouldn’t be so afraid of Amazon — some rivals are proving him right](#),” *CNBC*, February 2019.

“[Amazon’s Winner-Take-All Approach to Small Business](#),” *Washington Post*, February 2019.

“[Can Subscriptions Save All Media Companies, or Just the New York Times?](#)” *New York Magazine*, February 2019.

[“Bumble Owner Targets Nasdaq IPO to Become World’s Top Matchmaker,”](#) *Bloomberg*, October 2018.

[“Want to Understand What Ails the Modern Internet? Look at eBay,”](#) *New York Times*, June 2018.

[“Who’s Responsible When Extremists Get a Platform,”](#) *New York Times*, December 2016.

[“Online Media Is Tested When Social Platforms Come to Town,”](#) *New York Times*, April 2016.

OTHER PROFESSIONAL ACTIVITIES

2022- present Co-founder and co-Chair, [Online Research Seminar on Digital Businesses](#)

2020-present Co-founder and co-Chair, [Online Seminar on the Economics of Platforms](#)

2019-present Associate Editor (Business Strategy), *Management Science*.

Reviewer for: *American Economic Review*, *American Economic Journal: Microeconomics*, *European Economic Review*, *Information Economics and Policy*, *International Journal of Industrial Organization*, *Journal of Economics and Business*, *Journal of Economics and Management Strategy*, *Journal of the European Economic Association*, *Journal of Industrial Economics*, *Journal of Political Economy*, *Management Science*, *Rand Journal of Economics*, *Review of Economic Studies*, *Strategic Management Journal*, *Strategy Science*.