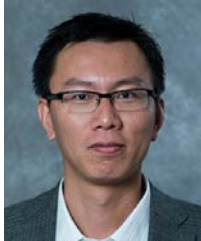




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THE INTERNATIONALIZATION OF DIGITAL PLATFORMS: EXPLORING THE BOUNDEDNESS OF NETWORK EFFECTS



by

Sali Li

University of South Carolina

10 March 2023

14:00 – 16:00

Room 812

Abstract / Synopsis

The burgeoning of digital platforms in the modern economy challenges the received internationalization theory. Given that digital platforms such as social networking sites create value by providing a digital platform for users to interact with one another, we employ a user-network perspective and externalization logic, suggesting that the internationalization process of digital platforms depends critically on users' collective interactions, instead of being solely driven by firms' market commitments, as noted by the Uppsala model. However, digital platforms may suffer from liabilities of outsidership due to the boundedness of international network effects. Drawing on social network theory, we demonstrate that such liabilities can be mitigated by first diffusing the digital platform in countries with higher clout. Our analysis using a unique dataset of mobile platforms finds empirical support for the hypotheses. We discuss theoretical implications for the network approach of the Uppsala model in the digital era.

About the Speaker

Sali Li is a Professor and Distinguished Research Fellow at the Sonoco International Business Department at the Darla Moore School of Business, University of South Carolina. He is also a Rugman Fellow at University of Reading. His current work explores how digital platform ecosystems innovate, iterate, and internationalize. Professor Li teaches Global Strategy and Negotiation courses in the MBA, PhD, and Executive Education programs and has received several teaching awards. His work has been published or is forthcoming in: *Academy of Management Review*, *Harvard Business Review*, *Journal of Business Venturing*, *Journal of International Business Studies*, *Journal of Management*, *Journal of Management Studies*, *Organization Science*, *Strategic Management Journal*, etc. His research on the internationalization of digital innovation was awarded the Rugman Prize by the Academy of International Business. His research has also won the Lazardis Award for Journal of Business Venturing's Best Paper of the Year in 2020, Temple/AIB Best Paper Award at Academy of International Business, and the GWU-CIBER Best Paper Award on Emerging Markets at Academy of Management. In addition, he also serves as associate editor of *Journal of Management* and *Journal of World Business*. He earned his PhD from the University of Utah.

Registration

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