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Andrei Hagi

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UNIT

STRATEGY

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INTERESTS

competitive strategy, electronic commerce, industry structure, intellectual property, technology strategy, more >

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Andrei is an Associate Professor in the Strategy group at Harvard Business School. Andrei's research focuses on multi-sided markets, which feature platforms/intermediaries serving two or more distinct groups of customers, who value each other's participation. He is studying the business strategies used by such platforms and the economic structure of the industries in which they operate: videogames (e.g. OnLive, PlayStation, Wii), e-commerce (e.g. Amazon, eBay, Gazelle, Rakuten), smartphones (e.g. Android, iPhone), personal computers (e.g. Windows, Mac OS), shopping malls (e.g. Roppongi Hills), intellectual property (e.g. Intellectual Ventures, Ocean Tomo, RPX), payment systems (e.g. Edy, PayPal, Suica, Visa), online TV services (e.g. Brightcove, PCCW, PP Live), etc. Andrei is using the insights derived from this research to advise companies in some of these industries. He is also occasionally involved in competition and industrial policy research and advisory projects in Japan, China, and in the United States.

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