Exam 1 – Student exam1_student3

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Question 1:

"Here in - we will mostly start start -ups (or emerging companies) and already consolidated entities, which will use well -known innovation models based on projects."

Answer:

The sentence conveys that both entrepreneurs and established corporations often rely on established, project-based innovation methodologies—perhaps to control risk and standardize outcomes. Such models (e.g., phase-gate, agile sprints) provide structure but may limit radical breakthroughs. To foster real disruption, firms should complement these frameworks with open innovation and experimental labs. In doing so, they balance predictability with creative volatility.

Question 2:

"Furthermore, the relevance of these enhanced capabilities makes it easier for such products to leverage and benefit from other networks."

Answer:

Advanced capabilities—particularly data-driven features—enable products to integrate seamlessly with external platforms, unlocking cross-network benefits. For example, a sophisticated AI-powered search can plug into partner marketplaces or enterprise systems. This interoperability fuels indirect network effects: as one network grows, complementary ecosystems also flourish. The resulting synergies accelerate user acquisition and deepen engagement.

Question 3:

"Furthermore, indirect network effects can incentivize the addition of complementary products or services (Church & Gandal, 1992; Church et al., 2008; Katz & Shapiro, 1992; Rochet & Tirole, 2003, 2006; Schilling, 2002)."

Answer:

Indirect effects occur when growth in one user segment—say, content creators—attracts another segment—like advertisers or tool developers. Each new complement enhances platform value, creating a cycle of mutual reinforcement. The academic citations illustrate how platform ecosystems expand via these cross-group incentives. Strategic managers thus design open APIs and revenue-sharing models to catalyze complementor participation.

Question 4:

"In its virtual format today has great importance to the point that some risk in - cluso life to increase their virtual reputation."

Answer:

This garbled phrase suggests that online reputation now bears so much weight that individuals take real risks—even personal privacy—to enhance it. Influencers, for instance, may stage stunts or disclose personal details purely for greater reach. While this can boost short-term metrics, it may backfire ethically or legally. Responsible digital strategy balances exposure with authenticity and user trust.

Question 5:

"Something similar happened with bank employees dedicated to counting tickets in the box: they ended up transforming financial and commercial advisors."

Answer:

Automation streamlined menial tasks—such as counting transaction tickets—freeing employees to become proactive financial consultants. This shift exemplifies the digital augmentation of labor, where routine work is delegated to machines and humans concentrate on judgment and relationships. The net effect is higher productivity and improved customer service. Organizations must therefore invest in retraining to sustain this transition.

Question 6:

"Of course, it would be great to know - but we cannot, all the predictions that I heard, and based on which we will anticipate a great impact of a technology, are vain speculation."

Answer:

The author warns that bold tech forecasts often rest on uncertain assumptions, making long-term impact predictions unreliable. Many firms chase hype cycles—investing heavily in nascent technologies—only to face disillusionment when adoption lags. A prudent approach uses small-scale pilots and rigorous KPIs to test real-world value. Iterative scaling then replaces speculative megainvestments.

Question 7:

"The maximum exponent of this position would be monopoly or oligopoly, where it is the organization - and not the market - who controls the strategy, chooses price and offer."

Answer:

In monopolistic or oligopolistic markets, dominant players—by virtue of network effects or regulatory barriers—dictate pricing, features, and strategic direction with minimal competitive constraint. This centralized control can produce high profits but triggers antitrust concerns. Companies reliant on network-driven dominance must proactively address regulatory compliance and foster an open ecosystem to mitigate backlash.

Question 8:

"Forbes, https://www.forbes.com/sites/esade/2019/01/10/from-competing-on-analytics-to-companies-as-code/ Barro, S., & Davenport, T."

Answer:

These references highlight a paradigm shift from simply using analytics to embedding code as the core operational fabric of organizations. Barro and Davenport argue that firms become more agile and scalable when decision logic and customer interfaces are codified. The "companies as code" concept implies continuous deployment and data-driven optimization. Leadership must thus build robust data platforms and governance frameworks.

Question 9:

"The new tools capable of improving texts and images with the generative the future appear to a future where the amplification will reach unimaginable levels."

Answer:

Generative AI tools for text and image refinement promise to exponentially increase content production and distribution. As quality improves, network effects accelerate—viral

loops multiply user engagement across platforms. Yet unchecked amplification may exacerbate misinformation or saturate attention markets. Governance layers—such as provenance tracking—are essential to sustain quality and trust.

Question 10:

"This model and its variants operate on four stages: a trigger, an action (like posting), a variable reward (likes or reposts), and an investment (time spent and reputation maintenance)."

Answer:

This outlines the behavior-design framework popularized by Nir Eyal, showing how digital products cultivate habits. Users respond to internal or external prompts (triggers), take simple actions, receive unpredictable positive feedback, and invest further effort—reinforcing the cycle. When executed responsibly, this drives sustained engagement; abused, it risks addiction and ethical issues. Product teams must therefore embed guardrails and promote healthy usage patterns.