Exam 1 – Student exam1_student4

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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:

This indicates that both new ventures and established firms rely on proven, project-oriented innovation practices—perhaps to standardize process and limit risk. By using familiar frameworks like phase-gate or design thinking, they harness repeatable success factors. However, over-reliance can stifle radical creativity. To overcome this, organizations should supplement structured models with dedicated experimental teams.

Question 2:

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

Answer:

As products incorporate advanced data and AI functionalities, they gain interoperability with external platforms and services. For example, a recommendation engine can be integrated into partner marketplaces or logistics networks. These connections produce indirect network effects—each linked platform gains additional value from the primary network. Consequently, firms building modular architectures amplify growth through ecosystem partnerships.

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 emerge when activity in one group—such as end users—attracts another group—like accessory manufacturers or service providers. The availability of complements, e.g., third-party apps for a smartphone OS, enhances user value and draws more users in turn. This two-sided dynamic is central to platform economics. Firms that open their APIs and incentivize developers thus harness strong multi-sided network effects.

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 awkward excerpt suggests that in today's digital age, online reputation is so critical that some actors take significant risks—possibly blurring ethical lines—to boost their virtual standing. Influencers may post sensational or controversial content to drive engagement. While this tactic can spike visibility, it undermines authenticity over time. Sustainable digital reputation hinges on consistent, value-driven interactions rather than sensationalism.

Question 5:

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

Answer:

Automating routine tasks—like ticket counting—liberates staff to adopt more consultative, advisory roles. Rather than purely transactional functions, employees focus on client strategy, wealth management, and relationship building. This transition exemplifies digital augmentation, where technology extends human capabilities rather than replacing them. Firms that invest in upskilling thus unlock both efficiency gains and improved customer outcomes.

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 cautions that most technology impact forecasts lack empirical foundation and often reflect optimistic bias. Firms caught up in hype cycles risk allocating resources based on unreliable projections. A more robust approach relies on iterative pilots, real-world metrics, and continuous learning. Data-driven decision-making thus tempers speculation with validated evidence.

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 monopoly or oligopoly scenarios, network effects and high entry barriers allow one or few firms to set terms unilaterally. They dictate product features, pricing, and platform rules without meaningful competition. While profitable, such dominance invites regulatory intervention and can stifle innovation. Balanced strategy therefore seeks to leverage scale while preserving openness to maintain legitimacy.

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 sources discuss the evolution from using analytics as a support function to treating the entire organization as a programmable entity—"companies as code." Barro & Davenport argue that embedding data and algorithms into core processes yields superior agility and scalability. The shift demands cultural change and strong data governance. Leaders must champion software-driven mindsets across all business units.

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’s ability to create and refine multimedia content promises to turbocharge user engagement and content virality. As these tools lower the barrier to high-quality output, network amplification—driven by shares, recommendations, and remix culture—can grow exponentially. Yet such rapid proliferation raises concerns over deepfakes, misinformation, and creative ownership. Policy and platform safeguards must evolve in tandem.

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 describes the “Hook Model,” a behavioral design framework where users respond to triggers, take simple actions, receive unpredictable rewards, and invest further attention—strengthening habit loops. Platforms use this to cultivate repeated engagement and loyalty. While powerful, ethical design requires ensuring users’ autonomy and well-being, balancing engagement incentives with transparency and user control.