



Platform Thinking – How Platforms Can Foster Innovation in Established Industries

Guest Editors:

Dr. Tommaso Buganza

School of Management,
Politecnico di Milano, 20156
Milan, Italy

Dr. Daniel Trabucchi

School of Management,
Politecnico di Milano, 20156
Milan, Italy

Deadline for manuscript
submissions:

closed (30 June 2022)

Message from the Guest Editors

Dear Colleagues,

This Special Issue is looking for original and practice-centered pieces, offering practical information, real-world case studies, tools and frameworks, and lessons that readers can put to work immediately related but not restricted to the following topics:

- The application of platform thinking or platformization processes to the industrial setting;
- The evolution of product platforms in multisided platforms;
- The transformation toward platform ecosystems of retailers and physical businesses;
- The opportunities of data-driven business models based on platform mechanisms in industrial settings.

