

Ramya K Murthy

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Academic Appointments

Assistant Professor 2021 - present
Entrepreneurship, Indian Institute of Management Bangalore
IIMB Young Faculty Research Chair

Education

Ph.D. in Strategic Management
Schulich School of Business, York University, Canada
Master of Business Administration
Indian Institute of Management Bangalore, India
Bachelor of Engineering
Visvesvaraya Technological University, India

Research Interests

Digital Platforms, Digital Strategy, Accelerators, Technology Entrepreneurship, Platform Alliances

Publications

Journal Publications

Murthy, R. K., & Madhok, A. (2021). Overcoming the Early-stage Conundrum of Digital Platform Ecosystem Emergence: A Problem-Solving Perspective. *Journal of Management Studies*, 58(7).

Book Chapter

Murthy, Ramya K and Madhok, Anoop, Platform Scope and Value Creation in Digital Platforms. In C. Carmelo, F. Zhu and G. Dagnino (Eds.) *Handbook of Research on Digital Strategy*, Edward Elgar Publishing, 2023.

Case Study

Ramachandran, J., Murthy, R. K., & Garg, P. (2016). *Indian Software Services Industry: The Changing Landscape*. IMB Case No. IMB581. Harvard Business School Publishing.

Working Papers

Platform Scope Choices and Ecosystem Heterogeneity (with Madhok, A.) – under review

Disentangling the Impact of Platform Scope on Ecosystem Growth (with Lévesque, M. and Madhok, A.)

Examining the role of accelerator program design and venture business models in accelerators' efficacy (with Das, T. and Lévesque, M.)

Business group configurations (with Manikandan, K.S., Gopal, S., and Ramachandran, J.)

Work in Progress

Platform Scope in Community Platforms (with Madhok, A.)

Platform Sponsors' Alliances and Implications for Ecosystem Value (with Madhok, A.)

Theory of Digital Platform Ecosystem Advantage (with Mahmood, N. and Madhok, A.)

Generativity and Uncertainty in Platform Ecosystems (with Mahmood, N. and Madhok, A.)

Awards and Grants

Runner Up, ISPIM Dissertation Award, International Society for Professional Innovation Management, 2022

Finalist, Corporate Strategy Interest Group Best Paper Award, SMS Annual Conference, 2020

Finalist, Best Ph.D. Conference Paper Award, SMS Annual Conference, 2020

Ontario Graduate Scholarship, Government of Ontario, Canada, 2019-20

407 ETR Graduate Student Award, 407 ETR Concession Company, and Faculty of Graduate Studies, York University, 2019-20

Schulich Doctoral Fellowship, Schulich School of Business, 2016-2021

Conference Presentations

Mahmood, N., Murthy, R.K., & Madhok, A. Theory of Digital Platform Ecosystem Advantage.

- Strategic Management Society Annual Conference 2022, London, UK

Murthy, R. K., & Madhok, A. Platform Sponsor Alliances and Ecosystem Value.

- Strategic Management Society Annual Conference 2021, Virtual Conference

Murthy, R. K., & Madhok, A. The Emergence of Digital Platform Ecosystems: A Problem-solving Perspective.

- Academy of Management Annual Meeting 2020, Virtual Conference
- Strategy Science Conference 2020 (poster session), Virtual Conference
- Administrative Sciences Association of Canada Conference 2020, Virtual Conference
- Journal of Management Studies Conference 2019, Boston, US

Murthy, R. K., & Madhok, A. Platform Scope Choices and Ecosystem Heterogeneity: A Configurational Approach.

- Academy of Management Annual Meeting 2022, Seattle, US
- Strategic Management Society Annual Conference 2020, Virtual Conference
- Schulich School of Business Ph.D. Conference, 2019
- Research Day Poster Session, Schulich School of Business, 2019
- Strategic Management Society Special Conference 2018, Hyderabad, India

Murthy, R. K., & Lévesque, M. Disentangling the Impact of Platform Sponsors' Scope on Ecosystem Growth.

- Academy of Management Annual Meeting 2020, Virtual Conference
- Strategic Management Society Annual Conference 2020, Virtual Conference
- Administrative Sciences Association of Canada Conference 2020, Virtual Conference
- Great Lakes Entrepreneurship Network Conference 2019, Minneapolis, US
- Research Day Poster Session, Schulich School of Business, 2019

Murthy, R. K., & Madhok, A. 2018. Market Attributes in Ecosystems: Extending the Ecosystem Construct.

- Academy of Management Specialized Conference on Big Data and Managing in a Digital Economy 2018, Surrey, UK
- Academy of Management Annual Meeting 2018, Chicago, US
- Administrative Sciences Association of Canada Conference 2017, Montreal, Canada

Doctoral Consortia and Workshops

- Entrepreneurship Scholars' Residence Week, University of Oxford, 2023
- Junior Faculty Consortium, STR Division, Academy of Management, 2022
- Dissertation Consortium, STR Division, Academy of Management, 2020
- STRonger Together Ph.D. Networkshop, STR Division, Academy of Management, 2020
- Southern California QCA Workshop, University of California, Irvine, 2019
- Doctoral Workshop, Strategy Science, University of Utah, 2019
- MobilizeYU Knowledge Mobilization Workshop, York University, 2019
- Doctoral Consortium, SMS Hyderabad, Indian School of Business, Hyderabad, 2018
- Doctoral Consortium, AOM Big Data Conference, University of Surrey, 2018
- Doctoral Consortium, Administrative Sciences Association of Canada, HEC Montreal, 2017

Teaching

Entrepreneurship and Strategy in the Digital Era (PhD)	2022
Entrepreneurial Mindset and Action (MBA)	2021, 2022, 2023
Corporate Entrepreneurship for Digital Transformation (MBA)	Upcoming
Strategic Management (BBA)	2019-20

Service

Reviewer, Journal of Management Studies, Indian Institute of Management Review, Strategic Management Society Conference, Academy of Management Annual Meetings, and Administrative Sciences Association of Canada Conference

Ph.D. Committee Member for Charu Rastogi, Doctoral Candidate, Indian Institute of Management Bangalore, 2023-present

External Examiner for Renganathan K, Doctoral Candidate, Indian Institute of Management Ahmedabad, 2023

Member, Academic Committee for the Weekend-MBA (PGPEM) program, Indian Institute of Management Bangalore, 2022-present

Member, Academic Committee for the Undergraduate program in Digital Entrepreneurship, Indian Institute of Management Bangalore, 2022-present

Member, Academic Committee for the Online MBA program, Indian Institute of Management Bangalore, 2022-present

Member, Ph.D. and MBA Admissions Committee, Indian Institute of Management Bangalore, 2021

Officer, Schulich Ph.D. Students' Association, Schulich School of Business, York University

Represented the association in the following committees:

- Tenure and Promotions Committee, 2019-20
- Faculty of Graduate Studies, 2018-19
- Schulich School of Business Faculty Council, 2017-18

Program Member, Faculty of Graduate Studies Appeals and Academic Honesty Committee, York University, 2020

Member, Academy of Management (Strategy and Entrepreneurship divisions) and Strategic Management Society

Professional Experience

Research Associate, Indian Institute of Management Bangalore, 2015

Manager, BT plc., 2012-2015

Software Engineer, Infosys Ltd., 2005-2011