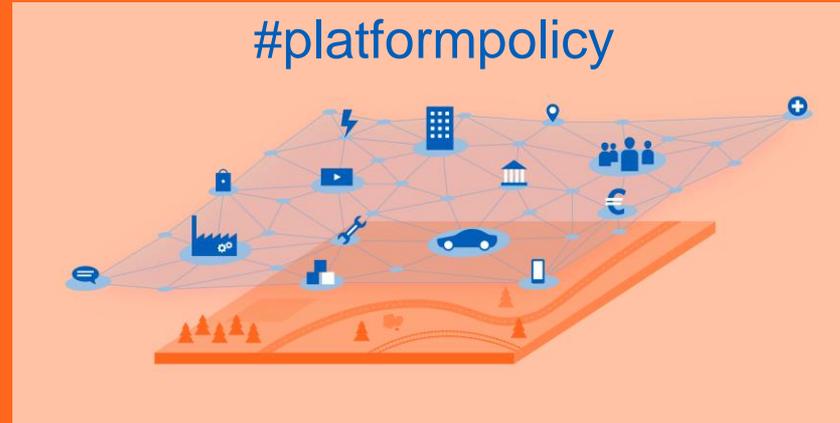




Aalto University
School of Science



Platform Economy and Industrial Data Sharing Challenges

*Robin Gustafsson, Associate Professor of Strategic Management
Aalto University, Department of Industrial Engineering and Management*

[@robingustafs](https://twitter.com/robingustafs)
robin.gustafsson@aalto.fi

Platform economy: Economic growth and innovation challenges

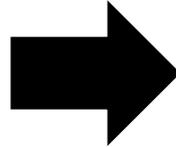
Platform economy

Digital goods

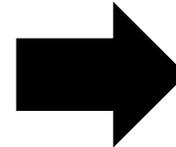
Network effects

Boundary resources

Direct interactions and peer production



Growth,
development,
innovation
challenges



Economic and
social value loss
(well-fare loss)

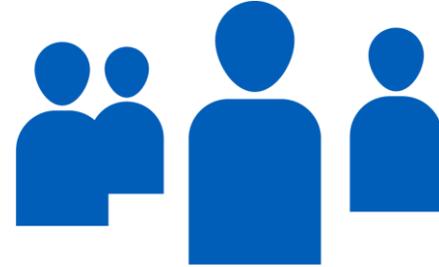


- Industry collaboration
- Innovation & public policy



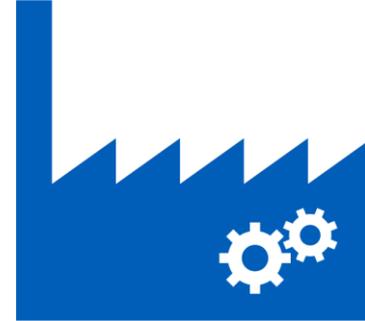
Challenge 1: Platforms are not arising enough

- Lack of confidence and trust
- Skills shortage
- Closed ICT systems



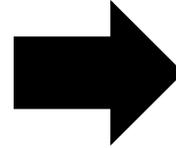
Recommendations

1. Lowering the participation threshold in the early stages of platform development
2. Promote standardization and regulatory work on the platform and data economy

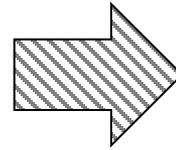


Challenge 2: Not enough data is being shared

- Difficulty in determining the value of data
- Restrictive cooperation practices
- Incomplete or restrictive legislation
- Knowledge gap in data-based business



Reduced efficient use of data and sharing for innovation and business renewal



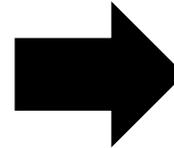
Substantial data reserves accumulate for a few companies

Recommendations

1. Obligations to share data in exchange for public support
2. Develop evaluation tools to determine the value of data
3. Creation of data sharing operators
4. Support enterprise data pooling and new data-driven business models

Challenge 3: There is a shortage of shared digital assets / infrastructure

- Imperfect price mechanisms
- High up-front investments
- Non-excludability
- Lack of business skills related to digital assets
- Rigid organizational structures



Externalities
challenging to
monetize



Constrained opening up
and sharing of digital assets

Recommendations

1. Use and co-development of open source as a condition for public funding
2. The public sector creates open digital assets
3. Digital asset EU regulation and PPP-models



Conclusions

- The rapidly evolving structures of the platform economy are for companies strategic for innovation, business renewal, and productivity growth
- Innovation policy must take the challenges and opportunities of the platform economy more decisively and more closely into account
- Policy measures can promote favorable platform-based structures and business development and accelerate the development of the platform economy in the manufacturing industry
- In the implementation of policy measures, it is necessary to carefully assess whether obligations or incentives are used