

Chengdi Fa

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RESEARCH INTERESTS

Platform Regulation, Platform Governance, Digital Strategy, Innovation, Trust

CURRENT EMPLOYMENT

04.2025-present **Ludwig Maximilian University of Munich**
Postdoctoral Researcher, Institute for Strategy, Technology, & Organization

EDUCATION

2020-2025 **University of Amsterdam, the Netherlands**
PhD candidate in Strategy and Innovation, Amsterdam Business School
Copenhagen Business School, Denmark
Visiting PhD, Department of Strategy and Innovation (March 2023 to June 2023)

2017-2020 **Shandong University, China**
M.Sc. in Economics, 2020
Tilburg University, the Netherlands
M.Sc. in Finance, 2019

2013-2017 **Shandong University, China**
B.Sc. in Economics 2017

WORKING PAPERS

Fa, C., Ozalp, H., Cennamo, C., & Volberda, H. W. (2024). Platform Design Change and User Engagement: A Natural Experiment on Twitter (Preparing for submission)

- *TIM Division Best Paper Award Finalist at AoM Annual Conference Chicago 2024*
- *Shortlisted for the Best TIM Student Paper Award at AoM Annual Conference Chicago 2024*
- *Nomination for SMS Annual Conference Responsible Research Paper Prize Istanbul 2024*

Fa, C., Ramezan Zadeh, M. T., Ozalp, H. & Volberda, H. W. (2024). The Platform Provider's Dilemma: The Role of Trust in a Platform Ecosystem (Preparing for submission)

- *Best Paper Award, EURAM Strategic Management Business Ecosystems and Digital Strategy Track Winterthur 2022*

Fa, C., Ramezan Zadeh, M. T., Ozalp, H. & Volberda, H. W. (2024). From Sharing to Keeping: Impact of Platform Integration on Knowledge Sharing among Complementors (Preparing for submission)

WORK IN PROGRESS

Fa, C. Platform Endorsement and Complementors' Cross-Platform Contribution: Analysis of Google's Endorsement of Kotlin

HONORS & AWARDS

2024 Best Paper Award Finalist for TIM Division at AoM Annual Conference Chicago

2024 Shortlisted for the TIM Best Student Paper Award at AoM Annual Conference Chicago

2024 Nomination for SMS Annual Conference Responsible Research Paper Prize

2022 Best Paper Award, EURAM Strategic Management Business Ecosystems and Digital Strategy Track

2022 SMS Doctoral Workshop Scholarship

2019 Chinese National Scholarship (The highest national award for Chinese college students)

TEACHING EXPERIENCE & SUPERVISION

2024 Master Thesis Supervision on Online Platform Topics, Amsterdam Business School

2024 Management of Platform Ecosystems (Master), Amsterdam Law School

2023 Advanced Management Research Methods (Master), Amsterdam Business School

2021-2023 Digital Transformation and Strategic Innovation (Master), Amsterdam Business School—I have actively participated in the annual redesign of the course.

CONFERENCES & INVITED PRESENTATIONS

Platform Design Change and User Engagement: A Natural Experiment on Twitter

- 2024 Sep. Strategic Management Society Annual Conference, Istanbul
- 2024 Aug. The 84th Annual Meeting of the Academy of Management, Chicago
- 2024 Jun. 2nd European Digital Platform Research Network (EU-DPRN), London
- 2024 Jan. DRUID Academy, Copenhagen

From Sharing to Keeping: Impact of Platform Integration on Knowledge Sharing among Complementors

- 2024 Aug. The 84th Annual Meeting of the Academy of Management, Chicago
- 2024 Jun. European Academy of Management Annual Conference, Bath
- 2023 Aug. The 83rd Annual Meeting of the Academy of Management, Boston
- 2023 Sep. Strategic Management Society Annual Conference, Toronto
- 2023 Jun. DRUID Annual Conference, Lisbon

The Platform Provider's Dilemma: The Role of Trust in a Platform Ecosystem

- 2022 Sep. Strategic Management Society Annual Conference, London
- 2022 Jun. Strategic Management Society Milan Special Conference, Milan
- 2022 Jun. European Academy of Management Annual Conference, Winterthur
- 2022 Jul. European Group for Organizational Studies Colloquium, Vienna
- 2021 Sep. Strategic Management Society Annual Conference, Toronto
- 2021 Jul. European Group for Organizational Studies Colloquium, Amsterdam

WORKSHOPS

2022 Oct. Reshaping Work 2022 Conference, Amsterdam

2022 Sep. Strategic Management Society Annual Doctoral Workshop, London

2022 Apr. Paper Development Workshop on Strategic Innovation, Amsterdam Digital Transformation Lab

2020 Nov. Strategic Management Society Berkeley PhD workshop (Reshaping Firms in Digital Ecosystems: Designing the Future)

SERVICE

2022-2024 Ad-hoc Reviewer, Annual Meeting of Strategic Management Society

2022-2024 Ad-hoc Reviewer, European Academy of Management Annual Conference

2022-2024 Ad-hoc Reviewer, Annual Meeting of the Academy of Management

2023-2024 PhD Representative, Strategy and Innovation Seminar, Amsterdam Business School

2018 & 2022 Co-Organizer, Chinese Scholars and Students New Year Gala, Enschede

2018-2019 Minister, Chinese Student Association of Tilburg University

SKILLS & INTERESTS

Languages: Chinese (native), English (fluent), Dutch (beginner)

Programming: Stata, Python, SPSS