

Technology Innovation, Adoption, and Diffusion

Module	Date	Topic(s)	Required Readings	Written Assignment Due
1	8-Jan	Introduction and the Product-Adopters-Market Triangle	"Ten technologies that refuse to die" Technology Review, February 2004. "The Last Laugh" Wall Street Journal, May 9, 2005. http://www.cnn.com/2005/TECH/01/03/cnn25.top25.innovations/ (Cohen, 2006) (skim)	
PRODUCT VIEW				
2	15-Jan	Innovation Case	Sutton, 2001 XM Radio	XM Radio
3	22-Jan	S-curves and Product Life Cycle <i>Forecasting exercise</i>	Mahajan et al. 1990 Forecasting the adoption of eBooks (HBS)	
4	29-Jan	Dominant Design, Incumbency, Paradigm Shifts Case	Srinivasan et al. 2006 Kodak and the Digital Revolution	Kodak and the Digital Revolution; Forecasting exercise
5	5-Feb	Disruptive, Radical, Competence-destroying, Discontinuous Innovations Case	Christensen 1997b Blockbuster	Blockbuster
6	12-Feb	Product, Project, and Process Management Case	Iansiti and MacCormack, HBR, 1997 D-wave	D-wave
MARKET VIEW				
7	19-Feb	Network Effects: Complements, Standards, Intellectual Property Case	Eisenmann et al. HBR 2006 Electronic Arts	Electronic Arts
8	26-Feb	Network Effects: Converters, Modularity, Architecture Case	David and Bunn 1988 Akamai	Akamai
	4-Mar	<i>SPRING BREAK</i>	<i>SPRING BREAK</i>	<i>SPRING BREAK</i>
9	11-Mar	Partnerships, Alliances, and Value Chain Ownership Case	Kwak 2004; Eisenhardt and Galunic HBR TiVo	Project topic due (email) TiVo
10	18-Mar	Environment/Government Regulations, Monopolies, and Incumbency Case	Braun 1994 HDTV	HDTV
ADOPTER VIEW				
11	25-Mar	Adoption and Assimilation (technology and organization) Case	Fichman et al. 1993, Fichman et al. 1999 Traveler's Insurance	Project outline due (email) Traveler's Insurance
12	1-Apr	Lead-User Design I Case	von Hippel 1986 3M	
13	8-Apr	Lead-User Design II Case	Lakhani and von Hippel 2003; Raymond 2000 Linux	
14	15-Apr	Projects		Project report, slides, summary