Research Notes: Prof. Geoffrey Parker

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Geoffrey Parker's paper “Integration and Cospecialization of Emerging Complementary Technologies by Startups” has been accepted for publication in *Production and Operations Management*. The paper, co-authored with Edward G. Anderson Jr., associate professor of Information, Risk, and Operations Management at the University of Texas at Austin, analyzes the market entry problem faced by startups that must integrate their service or product with one or more complementary technologies. The authors seek to extend the entrepreneurship literature by modeling startups’ entry decisions for markets in which complementary technologies exhibit strong learning effects. Parker is a professor of management science at Tulane University’s A. B. Freeman School of Business.