

# SEMINAR

## Platform Competition with Multihoming on Both Sides: the Exclusive Dealing Agreements

### By Prof. HU Mantian

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**Date: 19 October 2023 (Thursday)**

**Time: 15:00 - 16:30**

**Venue: WYL314, 3/F, Dorothy Y. L. Wong Building, Lingnan University**

### ABSTRACT:

Online platforms are playing increasingly important roles in people's daily lives. This research will exploit a unique data set on the online food delivery industries in Hong Kong, supplied by a third-party business analytics company. It will be the first to use consumer transaction data to develop a structural model system for the decisions of consumers, merchants, and platforms and allow multihoming behavior on both sides of the platforms. We will study the exclusive dealing agreements in Hong Kong's online food-delivery industry. An exclusive dealing agreement is a strategy often used by online platforms to gain competitive advantages over their competitors. It remains to be empirically determined whether the exclusive dealing agreements block competition and create monopoly power for the online food-delivery platforms in Hong Kong. The findings from this research will contribute to our understanding of the competition between online platforms and provide implementable and strategic recommendations for platforms and merchants. In addition, our findings will help policy-makers and governments to develop advanced policies to better manage the platform economy.

### BIOGRAPHY:

Prof. Mantian (Mandy) Hu is Associate Professor in the Department of Marketing at The Chinese University of Hong Kong (CUHK) Business School. She is currently Director of the MSc Programme in Marketing and Centre for Consumer Insights. She was the winner of the 2011 Doctoral Dissertation Proposal Competition sponsored by Society for Marketing Advances (USA). She was also the recipient of the Faculty Teaching Merit Award (2021-2022). Her research focuses on using quantitative models to study and explain consumer behavior and using big data in industries such as telecommunication, automobile, e-commerce and FinTech. Prof. Hu is particularly interested in the effects of social network, word-of-mouth, search and learning on influencing consumer behaviour. Her research was published in Marketing Science, Management Science, The International Journal of Research in Marketing and other top journals. She edited and published two books, Big Data Applications in the Telecommunications Industry (by IGI Global), and Mining Over Air: Wireless Communication Networks Analytics (by Springer). Prof. Hu received BA in Economics from Fudan University and PhD in Marketing from Stern School of Business at New York University. She serves as an independent non executive director for the listed transportation and logistic company SITC International Holdings Company Limited.

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