Decentralized Layered Modular Architecture: The Emerging Decentralized Digital Ecosystem and How It Matters to the IS Community
by
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Abstract:
Layered Modular Architecture (LMA) has emerged as a fruitful foundation for studying digital innovations, particularly digital platforms that built their business models on a select set of layers tightly controlled by the platform owner while strategically opening other layers to heterogeneous third-party complementors. As these platforms continue to grow in size and scope, we observe negative consequences of these platforms. In this essay, I explore these negative consequences of LMA-based platforms through the lens of the unique nature of value creation in LMA-based platforms and the critical roles that a class of digital assets, referred to as lateral value transfer channel, and the property rights and residual values of those digital assets. In so doing, I posit that LMA will further evolve into a decentralized structure with additional layers of identity, personal data, and models. I discuss the theoretical, methodological, social and policy implications of the emergence of decentralized LMA.

Bio:
Prof Youngjin Yoo is the Elizabeth M. and William C. Treuhaft Professor in Entrepreneurship at the Weatherhead School of Management, Case Western Reserve University. An AIS Fellow, he is WBS Distinguished Research Environment Professor at Warwick Business School, UK. and a Visiting Professor at the London School of Economics, UK. He studies digital innovation and has published at leading journals such as MIS Quarterly, Information Systems Research, Organization Science, and the Academy of Management Journal.