

## Research project and supervisor team

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<b>Short introduction &amp; description of research project</b>	Digital ventures typically face significant growth expectations. Extending the current operations into new areas is therefore a common response. However, such responses cannot be fully accommodated by prior firm extension literature ranging from market-based to resource-based views. Problematizing this literature's underlying assumptions, we show that it views (1) firm extension as something established firms do, and (2) technology as static, more or less bounded to accomplish its original functions. We propose that the design flexibility of the digital venture's digital core (e.g., new search engine, data mining technique, platform, or voice interface) motivates alternative explanations to the dominant firm extension views found in marketing, strategy, and entrepreneurship. We aim to conduct a case study of a Chinese digital venture's extension of their initial operations based on its credit rating algorithm. Synthesizing these observations, we aim to develop a process model of digital venture extension.
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