

Table of Contents

List of Figures	XIII
List of Tables.....	XVII
List of Abbreviations.....	XIX
Zusammenfassung.....	XXI
Abstract.....	XXIV
1. Introduction	1
1.1. Motivation.....	1
1.2. Research Objectives.....	3
1.3. Structure of this Dissertation.....	7
2. Theoretical Foundations of Value Capture.....	9
2.1. Definition of Value Capture versus Value Creation	9
2.1.1. Basic Definitions.....	9
2.1.2. The Concept of Value Creation	11
2.1.3. The Concept of Value Capture.....	12
2.2. Value Capture in the Resource-Based View of the Firm.....	14
2.2.1. The Resource-Based View of the Firm.....	14
2.2.2. Competition on Capturing Value Created.....	15
2.3. Value Capture in the Literature on Profiting from Technological Innovation.....	18
2.3.1. Profiting from Technological Innovation	18
2.3.2. Appropriability Mechanisms.....	21
2.3.3. Empirical Studies	28
2.4. A Resource Management Focus on Value Capture	30
2.4.1. Managing Firm Resources to Create Value	31
2.4.2. Managing Firm Resources to Capture Value.....	33
3. Non-Linearities and Interactions in Value Capture.....	36
3.1. Introduction.....	37
3.2. Hypotheses Development	39
3.2.1. Relevant Appropriability Mechanisms	39
3.2.2. Hypotheses on Interactions between Appropriability Mechanisms.....	42
3.3. Data and Method	44

3.3.1. Empirical Approach	44
3.3.2. Empirical Setting.....	46
3.3.3. Choice Experiments	55
3.3.4. Sample.....	56
3.3.5. Estimation Method.....	60
3.3.6. Limitations	63
3.4. Non-Linearities in the Effectiveness of Appropriability Mechanisms	64
3.4.1. Method of Analysis.....	64
3.4.2. Results.....	65
3.4.3. Discussion	76
3.5. Interactions between Appropriability Mechanisms	79
3.5.1. Method of Analysis.....	79
3.5.2. Results.....	94
3.5.3. Discussion	96
3.6. Summary	98
4. Diverging Perceptions of R&D and Marketing Managers of Value Capture	100
4.1. Introduction	101
4.2. Hypotheses Development	102
4.2.1. Departmental Control of Appropriability Mechanisms	102
4.2.2. Departmental Thought Worlds.....	103
4.2.3. Social Identity Theory and Attribution Theory.....	104
4.2.4. Diverging Perceptions of Appropriability Mechanisms	105
4.3. Data and Method	107
4.3.1. Sample.....	107
4.3.2. Group Comparison.....	109
4.4. Results.....	112
4.4.1. Marketing and R&D Managers.....	112
4.4.2. All Marketing and R&D Employees.....	120
4.5. Summary and Discussion.....	126
5. Legal Sustainability of the Patent Troll Business – New Competitors in Value Capture.....	131
5.1. Introduction	131
5.2. Hypotheses Development	133
5.2.1. The Patent Troll Business Model.....	133
5.2.2. Legal Sustainability of the Troll Business	134
5.2.3. Trolls' vs. Practicing Firms' Patent Acquisitions	136

5.3.	Data and Method.....	138
5.3.1.	Data	138
5.3.2.	Variables	142
5.3.3.	Controls.....	146
5.3.4.	Descriptive Results	147
5.3.5.	Model Specification	150
5.4.	Results.....	151
5.4.1.	Findings from Main Models	151
5.4.2.	Robustness Checks.....	154
5.5.	Summary and Discussion.....	157
6.	Summary and Conclusion.....	161
	Appendix	167
A.1.	Choice Experiments	168
A.2.	STATA Code for Analyzing Discrete Choice Data.....	177
	Bibliography	195