The Department of Business and Public Administration invites you to a guest lecture

by

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“Scoot away? Unveiling the technology transition of electric scooters”

The lecture will take place on

Wednesday, April 10th, 2024
12:00

Place: Room 025 (near the MBA office), Building: FEB 01

Abstract:

Emerging technologies are novel and impactful. However, the transition from existing to emerging technologies can be painfully slow. We lack a framework with which to characterize the drivers propelling this transition. This study fills the gap by proposing a value additionality model for technology transition. The model considers technological value, user base size, complementarity, and government subsidies as key factors influencing technology transition. We test the model using data from the electric scooter industry in Taiwan during 2016-2022. Taiwan has significant reliance on scooters due to its climate and urban layout, with a dense scooter population compared to other countries. Our findings inform us of the salient role of demand heterogeneity in technology transition. Technical offerings do not increase sales of electric scooters unless they are recalibrated to meet specific user behaviors. Governments should direct support towards nurturing healthy competition between market forces rather than substituting them. Lastly, we observe a withdrawal syndrome for subsidies to consumers. Although subsidies increase electric scooter sales, dependence on them to drive sales grows over time, suggesting a weakening effect of subsidies. Overall, the findings suggest a nuanced understanding of the factors driving electric scooter sales, including the interplay between government policies, technological innovation, and demand heterogeneity.

THE LECTURE IS OPEN TO THE PUBLIC