

## JOOST RIETVELD

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### ACADEMIC APPOINTMENTS

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<b>UCL School of Management, University College London</b> <i>Assistant Professor of Strategic Management</i>	<b>2018-current</b>
<b>Rotterdam School of Management, Erasmus University</b> <i>Assistant Professor of Strategic Management</i>	<b>2015-2018</b>

### EDUCATION

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2015	<b>City University London, Cass Business School</b> Doctor of Philosophy (PhD), Management, 2010-2015 Dissertation: “ <i>Value Creation from Complements in Platform Markets: Studies on the Video Game Industry</i> ” Committee: Stefan Haefliger, Melissa Schilling, JP Eggers <ul style="list-style-type: none"><li>• Best Dissertation Award Finalist, TIMES Division, INFORMS (2016)</li><li>• Best Dissertation Award Finalist, TIM Division, AoM (2016)</li></ul>
2015	<b>New York University, Stern School of Business</b> Visiting Doctoral Student, department of Management, 2013–2015 Courses audited: <i>Creativity &amp; Innovation</i> (spring 2013, JP Eggers); <i>Econometrics</i> (fall 2013, William Greene); <i>Econometrics II</i> (spring 2014; William Greene); <i>Strategic Management</i> (spring 2015; Melissa Schilling); <i>Digital Economics</i> (spring 2015; Arun Sundararajan). Sponsor: Melissa Schilling
2010	<b>University of Groningen, Faculty of Economics and Business</b> Master of Science (MSc), Strategy and Innovation <ul style="list-style-type: none"><li>• <i>Cum laude</i> (with distinction)</li></ul>
2008	<b>University of Groningen, Faculty of Economics and Business</b> Bachelor of Science (BSc), Business Administration

### PEER REVIEWED PUBLICATIONS

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Rietveld J, Schilling MA, Bellavitis C (2019) Platform Strategy: Managing Ecosystem Value Through Selective Promotion of Complements. Forthcoming, *Organization Science*.  
Bellavitis C, Rietveld J, Filatotchev I (2019) The Effects of Repeated Co-Investments on the Performance of VC Syndicates: A Relational Agency Perspective. Forthcoming, *Strategic Entrepreneurship Journal*.

## PEER REVIEWED PUBLICATIONS (CONTINUED)

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Rietveld J, Eggers JP (2018) Demand Heterogeneity in Platform Markets: Implications for Complementors. *Organization Science*, 29(2), 304-322.

- Nominated by *Organization Science* for the *Gomory Industry Studies Award* (2019)

Rietveld J (2018) Creating and Capturing Value from Freemium Business Models: A Demand-Side Perspective. *Strategic Entrepreneurship Journal*, 12(2), 171-193.

- Lead article
- *Academy of Management (AoM) Best Paper Proceedings* (2016)
- Press coverage: [RSM Discovery](#), [BNR Radio](#), [Gamekings](#)

Broekhuizen TLJ, Lampel J, Rietveld J (2013) New Horizons or a Strategic Mirage? Artist-led-distribution Versus Alliance Strategy in the Video Game Industry. *Research Policy*, 42(4), 954-964.

## WORK-IN-PROGRESS

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Lampel J, Rietveld J, Bellavitis C. The Second Time Around: Products Re-release and Resource Complementarity in the Market for Video Games. Second revision invited, *Strategic Management Journal*.

Rietveld J, Nieborg D, Ploog J. Platform Ecosystem Evolution: Implications for Complementors. Under review.

- Best paper award finalist, *SMS Special Conference Oslo* (2018)

Rietveld J, Seamans R, Meggiorin K. Market Orchestrators: The Effects of Platform Certification on Complementor Behavior and Performance. Working paper.

Rietveld J, Ploog, JN. Freemium Killer Apps. Working paper.

Benischke M, Rietveld J, Slangen A. A Demand-Side Perspective on the Competitiveness of the Multinational Enterprise. Working paper.

Schilling MA, Rietveld J. To the Beat of the Same Drum: Causal Factors in Strategic Synchronization. Working paper.

Ishihara M, Rietveld J. The Effect of Mergers on Product Quality, Innovativeness, and Performance: Evidence from the UK Video Game Industry. Working paper.

Rietveld J, Bradley, W. Digital Piracy and Platform Competition. Data analysis stage.

## BOOK CHAPTERS, CONFERENCE PROCEEDINGS AND OTHER PUBLICATIONS

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Rietveld J (2016) Creating Value through the Freemium Business Model: A Consumer Perspective. *Academy of Management Best Paper Proceedings*.

Rietveld J (2014) Nintendo: Fighting the Video Game Console Wars, in Mintzberg H *et al.* *The Strategy Process*, Fifth Edition, Pearson Education (under supervision of J. Lampel).

Rietveld J (2011) Profiting from Digitally Distributed Cultural Products: The Case of Content Producers in the Video Games Industry. In: *The Nature of the New Firm* (eds. KJ McCarthy, M Fiolet, W Dolfsma). Edward Elgar, 100-120.

## GRANTS

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- 2017 ERIM funding for Research Assistance (€5,000)
- 2017 ERIM funding for Outward Research Visit (€2,300)
- 2016 ERIM funding for Outward Research Visit (€4,000)
- 2015 NYU Adjunct Faculty Professional Development Fund (\$1,000)

## INVITED SEMINAR PRESENTATIONS

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- 2019 Goldsmiths University, Institute of Management Studies (scheduled)
- 2017 Harvard Business School, Strategy Unit  
University College London, Strategy and Entrepreneurship  
INSEAD, Strategy area  
IESE, Strategy department  
Imperial College London, Entrepreneurship and Innovation
- 2016 University of Liverpool Management School, Strategy department
- 2015 LMU Munich, ISTO  
KU Leuven, Economics and Business
- 2014 USC Marshall, department of Management and Organization  
LUISS Business School  
HEC Montreal, department of International Business  
HEC Paris, Strategy & Business Policy  
Rotterdam School of Management, Strategic Management & Entrepreneurship

## SELECTED CONFERENCE PRESENTATIONS

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- 2019 A Demand-Side Perspective on the Competitiveness of the Multinational Enterprise. *SMS 39<sup>th</sup> Annual Conference* (Minnesota, MN) (scheduled)
- 2019 Freemium Killer Apps. *SMS 39<sup>th</sup> Annual Conference* (Minnesota, MN) (scheduled)
- 2019 Market Orchestrators: The Effects of Platform Certification on Complementor Behavior and Performance. *23<sup>rd</sup> Annual Conference of the Society for Institutional & Organizational Economics* (Stockholm, SE) (scheduled)
- 2019 Market Orchestrators: The Effects of Platform Certification on Complementor Behavior and Performance. *79<sup>th</sup> Annual Meeting of the Academy of Management* (Boston, MA) (scheduled)
- 2019 Platform Ecosystem Evolution: Implications for Complementors. *79<sup>th</sup> Annual Meeting of the Academy of Management* (Boston, MA) (scheduled)
- 2018 Platform Ecosystem Evolution: Implications for Complementors. *UCL School of Management, 3<sup>rd</sup> Annual Staff Seminar* (London, UK)
- 2018 Platform Ecosystem Evolution: Towards an Integrative Framework and Implications for Complementors. *Digital Transformation and Strategy Forum* (London, UK)
- 2018 Market Orchestrators: The effect of platform certification on complementor performance and behavior in the context of Kiva (2010-2013). *Platform Strategy Research Symposium* (Boston, MA)

## SELECTED CONFERENCE PRESENTATIONS (CONTINUED)

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- 2018 Market Orchestrators: The effect of platform certification on complementor performance and behavior in the context of Kiva (2010-2013). *SMS Special Conference Oslo* (Oslo, NOR)
- 2018 Platform Ecosystem Evolution: Towards an Integrative Framework and Implications for Complementors. *SMS Special Conference Oslo* (Oslo, NOR)
- 2017 The Effect of Mergers on Product Quality, Innovativeness, and Performance. *77th Annual Meeting of the Academy of Management* (Atlanta, GA)
- 2017 Creating and Capturing Value in Platform Ecosystems through Selective Promotion of Complements. *Imperial Innovation & Entrepreneurship Conversation* (London, UK)
- 2017 Demand Heterogeneity in Platform Markets: Implications for Complementors. *DRUID Annual Meeting* (New York, NY)
- 2017 Creating and Capturing Value in Platform Ecosystems through Selective Promotion of Complements. *Sumantra Ghoshal Conference* (London, UK)
- 2016 Demand Heterogeneity and the Adoption of Platform Complements. *INFORMS Annual Meeting: Emerging Scholars in Technology Management* (Nashville, TN)
- 2016 Creating Value through the Freemium Business Model: A Demand Perspective. *36th Annual SMS Conference* (Berlin, DE)
- 2016 Creating Value through the Freemium Business Model: A Demand Perspective. *The 10th Ratio Colloquium for Young Social Scientists* (Stockholm, SE)
- 2016 Reload and Relaunch: Strategic Governance of Platform Ecosystems. *Platform Strategy Research Symposium* (Boston, MA).
- 2016 Reload and Relaunch: Strategic Governance of Platform Ecosystems. *76th Annual Meeting of the Academy of Management* (Anaheim, CA).
- 2016 Creating Value through the Freemium Business Model: A Consumer Perspective. *76th Annual Meeting of the Academy of Management* (Anaheim, CA)
- 2016 Creating Value through the Freemium Business Model: A Consumer Perspective. *Digital Innovation Workshop* (Amsterdam, NL)
- 2014 Complements Adoption in Two-Sided Markets: Evidence from the UK Market for Console Video Games. *Platform Strategy Research Symposium 2014* (Boston, MA)
- 2013 The Second Time Around: Products Re-release and Resource Complementarity in the Market for Video Games. *23rd Annual Meeting of the Academy of Management* (Orlando, FL)
- 2012 The Second Time Around: Product Re-releases and Resource Complementarity in the Market for Video Games. *Strategic Management Society 32nd International Annual Conference* (Prague, CZ);
- 2012 New Horizons or a Strategic Mirage? Artist-led-distribution versus Alliance Strategy in the Video Game Industry. *32nd Annual SMS Conference* (Prague, CZ)

## WORKSHOPS, CONSORTIA AND SUMMER SCHOOLS

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- 2018 *SMS Special Conference Oslo*, GSJ Paper Development Workshop  
2016 *36<sup>th</sup> Annual SMS Conference*, CSIG Research and Paper Development Workshop  
2016 *10<sup>th</sup> Ratio Colloquium for Young Social Scientists* (Stockholm, Sweden)  
2016 *76th Academy of Management*, Junior faculty consortium, TIM. (Anaheim, CA)  
2014 *34<sup>th</sup> Annual International SMS Conference*, Doctoral consortium, (Madrid, ES)  
2014 *12<sup>th</sup> West Coast Research Symposium on Technology Entrepreneurship* (Seattle, WA)  
2014 *74<sup>th</sup> Academy of Management*, Doctoral consortium, TIM. (Philadelphia, PA)  
2014 *36<sup>th</sup> INFORMS Marketing Science Conference*, Doctoral consortium, (Atlanta, GA)  
2014 *5<sup>th</sup> Smith Doctoral Consortium in Entrepreneurship Research* (College Park, MD)  
2013 HEC Montreal Summer School on *Management of Creativity* (Montreal, CA)

## TEACHING

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*Industrial Organization ('Marktcontext')*, core undergraduate course, Rotterdam School of Management, Erasmus (Rotterdam, NL). Evaluation 2017: 8.4/10

- Professor of the Year, *Student Representative Council* (2016)

*Competitive Strategies Within and Between Platform Markets*, MSc. elective offered in Strategic Management, Strategic Entrepreneurship, and Business Information Management programs, Rotterdam School of Management, Erasmus (Rotterdam, NL). Evaluation 2018: 4.7/5

*Video Games: Culture and Industry*, Undergraduate level, New York University, Dept. of Media Culture and Communication (New York, NY). Evaluation 2015: 4.7/5.

*Industry Analysis*, One-year conservatory Game Design, New York Film Academy (New York, NY). Evaluation 2014: 4.9/5

*Strategic Management*, BSc. Erasmus students, Catholic University of Leuven, VIVES (Kortrijk, BE). Evaluation 2013: 4.6/5

## PROFESSIONAL SERVICE

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Ad-hoc reviewer: *Academy of Management Review* (2017), *Administrative Science Quarterly* (2018), *Strategic Management Journal* (2017-2019), *Management Science* (2018), *Organization Science* (2018), *Information Systems Research* (2016, 2017, 2019), *Strategic Entrepreneurship Journal* (2017-2019), *Research Policy* (2019), *Journal of Management* (2016, 2018), *Academy of Management Discoveries* (2019), *Journal of Management Studies* (2018), *Global Strategy Journal* (2018), *Strategic Organization* (2017, 2018), *Long Range Planning* (2019)

Conference reviewer: *Strategic Management Society*, *Academy of Management*

## PROFESSIONAL SERVICE (CONTINUED)

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- 2019 Workshop mentor and panelists. *University College London - LUISS Paper Development Workshop for Doctoral Students* (Rome, IT) (scheduled)
- 2018 Extension co-organizer on Navigating the Platform Business Model. *SMS 38<sup>th</sup> Annual Conference* (Amsterdam, NL). With S. Khanagha, K. Pandza, H. Volberda
- 2018 Organizer for the *7<sup>th</sup> Technology and Innovation Community (TIC) meeting* (theme Ecosystem Innovation). Rotterdam School of Management (Rotterdam, NL).
- 2017 Showcase Symposium: A Multi-Disciplinary Perspective on Platform Ecosystems Research. *77th Annual Meeting of the Academy of Management* (Atlanta, GA). Co-organized with R Tee (sponsored by BPS, TIM, OCIS).
- 2017 Organizer for TIM Doctoral Research Development Workshop. *77th Annual Meeting of the Academy of Management* (Atlanta, GA).
- 2017 Best paper judge for TIM division. *77th Annual Meeting of the Academy of Management* (Atlanta, GA).
- 2016 Track chair for BPS division: Competitive Heterogeneity. *76th Annual Meeting of the Academy of Management* (Anaheim, CA).
- 2014 Panel: Competitive Dynamics and Strategy in Platform-Based Markets. *34th Annual International SMS Conference* (Madrid, ES). With E Altman, B Kijl, I Visjnic.
- 2014 Special Topic Session: Platform Competition and Competition in Two-Sided Markets: Empirical Evidence from the Video Game Industry. *36th INFORMS Marketing Science Conference* (Atlanta, GA). Co-organized with TLJ Broekhuizen.

## STUDENT SUPERVISION

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PhD students: Joe Ploog (starting year: 2018)

MSc students: 22 as thesis coach, 15 as thesis co-reader

## INDUSTRY EXPERIENCE

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- 2010 - 2013 Strategy Consultant in the video games industry, Strategy Guide, London, UK
- 2012 - 2013 Business Model Researcher, United Kingdom trade association for Interactive Entertainment (Ukie), London, UK
- 2008 - 2011 Strategic Manager, Two Tribes B.V. (Games developer), Harderwijk, NL