

JOOST RIETVELD

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ACADEMIC APPOINTMENTS

UCL School of Management, University College London	
Assistant Professor of Strategic Management	2018-current
Rotterdam School of Management, Erasmus University	
Assistant Professor of Strategic Management	2015-2018

EDUCATION

- 2015 **City University London, Cass Business School**
Doctor of Philosophy (PhD), Management
Dissertation: “*Value Creation from Complements in Platform Markets: Studies on the Video Game Industry*” Committee: Stefan Haefliger, Melissa Schilling, JP Eggers
- Best Dissertation Award Finalist, TIMES Division, INFORMS (2016)
 - Best Dissertation Award Finalist, TIM Division, AoM (2016)
- 2015 **New York University, Stern School of Business**
Visiting Doctoral Student, department of Management
Courses audited: *Creativity & Innovation* (spring 2013, JP Eggers); *Econometrics* (fall 2013, William Greene); *Econometrics II* (spring 2014; William Greene); *Strategic Management* (spring 2015; Melissa Schilling); *Digital Economics* (spring 2015; Arun Sundararajan). Sponsor: Melissa Schilling
- 2010 **University of Groningen, Faculty of Economics and Business**
Master of Science (MSc), Strategy and Innovation
- *Cum laude* (with distinction)
- 2008 **University of Groningen, Faculty of Economics and Business**
Bachelor of Science (BSc), Business Administration

PEER REVIEWED PUBLICATIONS

- 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. *Strategic Entrepreneurship Journal*, Early View.

PEER REVIEWED PUBLICATIONS (CONTINUED)

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
- Among the Top 20 most downloaded papers published in 2018 (2019)
- *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

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, Ploog, JN. Freemium Killer Apps. Under review.

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

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

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, Schilling MA. Platform Competition: An Interdisciplinary and Systematic Review of the Literature. Proposal for review paper submitted to *Journal of Management*.

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

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

- 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

- 2019 Goldsmiths University, Institute of Management Studies
- 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

- 2019 A Demand-Side Perspective on the Competitiveness of the Multinational Enterprise. *SMS 39th Annual Conference* (Minnesota, MN) (scheduled)
- 2019 Freemium Killer Apps. *SMS 39th Annual Conference* (Minnesota, MN) (scheduled)
- 2019 Platform Ecosystem Evolution: Implications for Complementors. *79th Annual Meeting of the Academy of Management* (Boston, MA) (scheduled)
- 2019 Market Orchestrators: The Effects of Platform Certification on Complementor Behavior and Performance. *23rd Annual Conference of the Society for Institutional & Organizational Economics* (Stockholm, SE)
- 2019 Freemium Killer Apps. *London50* by London Business School (London, UK)
- 2018 Platform Ecosystem Evolution: Implications for Complementors. *UCL School of Management, 3rd 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)
- 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)

SELECTED CONFERENCE PRESENTATIONS (CONTINUED)

- 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

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

TEACHING

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

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

- 2020 Track chair Digital Transformation for *SMS Special Conference* (Hangzhou, China). With W. Wen (co-chair), A. Kaul and B. Wu (conference organizers)
- 2019 Workshop mentor and panelist. *University College London - LUISS Paper Development Workshop for Doctoral Students* (Rome, IT)
- 2018 Extension co-organizer on Navigating the Platform Business Model. *SMS 38th Annual Conference* (Amsterdam, NL). With S. Khanagha, K. Pandza, H. Volberda
- 2018 Organizer for the *7th 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 SMS Annual 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 T. Broekhuizen.

STUDENT SUPERVISION

PhD students: Joe Ploog (starting year: 2018)

MSc students: 32 as thesis coach, 15 as thesis co-reader

INDUSTRY EXPERIENCE

- 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