

## JOOST RIETVELD

University College London (UCL)  
School of Management, Strategy & Entrepreneurship  
One Canada Square, Canary Wharf  
London E14 5AA, UK  
Level 38, SW5  
+44 (0) 73 6523 7929 | [j.rietveld@ucl.ac.uk](mailto:j.rietveld@ucl.ac.uk)  
[www.strategyguide.nl](http://www.strategyguide.nl) | [SSRN](#) | [LinkedIn](#) | [Twitter](#)

### ACADEMIC APPOINTMENTS

---

<b>University College London, School of Management</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

---

- 2015 **City University London, Cass Business School**  
Doctor of Philosophy (PhD.), Management, 2010-2015.  
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, 2013–2015.  
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

### JOURNAL PUBLICATIONS

---

- Rietveld J, Eggers JP (2018) Demand Heterogeneity in Platform Markets: Implications for Complementors. *Organization Science*, 29(2), 304-322.
- Rietveld J (2018) Creating and Capturing Value from Freemium Business Models: A Demand-Side Perspective. *Strategic Entrepreneurship Journal*, 12(2), 171-193.
- Lead article
  - RSM Discovery [video abstract](#)
  - Press coverage: [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 by *Strategic Management Journal*.

Rietveld J, Schilling MA, Bellavitis C. Platform Strategy: Managing Ecosystem Value Through Selective Promotion of Complements. First revision invited (after reject and resubmit) by *Organization Science*.

Bellavitis C, Filatotchev I, Rietveld J. The Effects of Repeated Co-Investments on the Performance of VC Syndicates: A Relational Agency Perspective. First revision submitted to *Strategic Entrepreneurship Journal*.

Rietveld J, Nieborg D, Ploog J, Heugens P. Platform Ecosystem Evolution: Towards an Integrative Framework and Implications for Complementors. Working paper.

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

Rietveld J, Seamans R, Meggiorin K. Market Orchestrators: The effect of platform certification on complementor performance and behavior in the context of Kiva (2010-2013). 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, Benischke MH, Slangen A. The Effect of Business Ecosystem Composition and Demand Heterogeneity on the Liability of Foreignness: Evidence from the Console Video Game Industry (2005-2008). Working paper.

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

Rietveld J, Ploog, JN. Freemium Killer Apps. Data collection 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

---

- 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

---

- 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)
- 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, Sweden)
- 2016 Reload and Relaunch: Strategic Governance of Platform Ecosystems. *Platform Strategy Research Symposium* (Boston, MA).

- 2016 Reload and Relaunch: Strategic Governance of Platform Ecosystems. *76<sup>th</sup> Annual Meeting of the Academy of Management* (Anaheim, CA).
- 2016 Creating Value through the Freemium Business Model: A Consumer Perspective. *76<sup>th</sup> 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. *23<sup>rd</sup> 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 32<sup>nd</sup> International Annual Conference* (Prague, CZ);
- 2012 New Horizons or a Strategic Mirage? Artist-led-distribution versus Alliance Strategy in the Video Game Industry. *32<sup>nd</sup> Annual SMS Conference* (Prague, CZ)

#### WORKSHOPS, CONSORTIA AND SUMMER SCHOOLS

---

- 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 *76<sup>th</sup> 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

---

*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*, *Administrative Science Quarterly*, *Strategic Management Journal*, *Management Science*, *Organization Science*, *Information Systems Research*, *Journal of Management*, *Journal of Management Studies*, *Strategic Entrepreneurship Journal*, *Strategic Organization*, *Long Range Planning*

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

- 2018 Extension 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

---

PhD students: Joe Ploog (starting year: 2018)

MSc students: 22 as main coach, 15 as 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