

Joe N. Ploog

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Education

- Currently **University College London, School of Management**
PhD Student, Department for Strategy and Entrepreneurship, 2018-current.
(Transferred from Rotterdam School of Management after the first PhD year)
- 2019 **University College London, School of Management**
Research Master (MRes.), Management
- *with distinction*
- 2018 **Erasmus University, Rotterdam School of Management**
PhD Candidate, Department for Strategy and Entrepreneurship, 2017-2018
- 2017 **Erasmus University, Rotterdam School of Management**
Master of Science (MSc.), Strategic Management
- *cum laude* (with distinction)
- 2016 **Friedrich Alexander University of Erlangen and Nuremberg**
Bachelor of Arts (BA.), International Business Studies

Publications

Rietveld J, Ploog JN, Nieborg D. (2020). The Coevolution of Platform Dominance and Governance Strategies: Effects on Complementor Performance Outcomes. *Academy of Management Discoveries*, (ja).

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

Work in Progress

Rietveld, J; Ploog, JN. Freemium Killer Apps: The Interdependent Effects of Business Model and Product Functionality on Superior Performance. *Working Paper*.

Conference Presentations

- 2020 Freemium Killer Apps: The Interdependent Effects of Business Model and Product Functionality on Superior Performance. *AOM Virtual Conference 2020*
- 2019 Freemium Killer Apps. *SMS Special Conference 2019* (Frankfurt, Germany)
- 2018 Platform Ecosystem Evolution: Towards an Integrative Framework and Implications for Complementors. *DRUID18* (Copenhagen, Denmark)

2018 Platform Ecosystem Evolution: Towards an Integrative Framework and Implications for Complementors. *DRUID PhD Academy 18* (Odense, Denmark)

Extra-Curricular Courses and Workshops

2019 SMS PhD Workshop by Tobias Kretschmer and Victor Bennett, Frankfurt

2018 fsQCA Workshop by Charles Ragin and Peer Fiss at University of California Irvine

2018 DRUID PhD Academy 2018 at University of Southern Denmark, Odense

Journal Reviews

2020 *Technovation* (1 review)

2019 *Long Range Planing* (1 review)

Teaching Experience

Teaching assistant (supporting lecture with preparation for class as well as administratively) for *Business Strategy*, MSc. core course for the Master in Management at UCL, School of Management

- Evaluation 2020: 3.9/5

Teaching assistant (independently leading six workshops for 32 students and grading) for *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 University (Rotterdam, 2018).

- Evaluation 2018: 4.7/5

Master thesis supervision as co-reader for 6 MSc. Students in Strategic Management and in Innovation Management, Rotterdam School of Management, Erasmus University (Rotterdam, 2018).

Professional Experience

Siemens LLC Jan 2015 – Mar 2015 **Dubai, UAE, Working Student** Trade Finance Advisory (40 hours per week)

- Increased the productivity of business units by consulting them on guarantees and letters of credit and coordinating the communication between Siemens business units and banks
- Supported the Head of Finance by researching and editing information for meetings and presentations

Friedrich-Alexander University Jan 2014 – Apr 2014 **Nuremberg, Germany, Student Assistant** Commercial Information Technology (12 hours per week)

- Contributed to the success of a cooperation between Friedrich-Alexander University and Siemens by organizing presentations and by researching on how to implement the new Siemens cross-sector ‘Corporate Technology’

Siemens Project Ventures Aug 2012 – Sep 2012 **Erlangen, Germany, Working Student** Transaction & Portfolio Management Equity (40 hours per week)

- Restructured and implemented new strategic processes by advising managers on how to display the processes understandably in ARIS
- Translated Corporate Governance Guidelines from English to German