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ACADEMIC APPOINTMENTS

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

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

PEER REVIEWED PUBLICATIONS

- Rietveld J, Schilling MA, Bellavitis C (2019) Platform Strategy: Managing Ecosystem Value Through Selective Promotion of Complements. Forthcoming, *Organization Science*.
- Rietveld J, Eggers JP (2018) Demand Heterogeneity in Platform Markets: Implications for Complementors. *Organization Science*, 29(2), 304-322.

PEER REVIEWED PUBLICATIONS (CONTINUED)

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

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

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, Seamans R, Meggiorin K. Market Orchestrators: The effects of platform certification on complementor behavior and performance. Under review.

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

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

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

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

- 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: 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)
- 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. *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), *Administrative Science Quarterly* (2018), *Strategic Management Journal* (2017, 2018), *Management Science* (2018), *Organization Science* (2018), *Information Systems Research* (2016, 2017), *Journal of Management* (2016, 2018), *Journal of Management Studies* (2018), *Strategic Entrepreneurship Journal* (2017, 2018), *Global Strategy Journal* (2018), *Strategic Organization* (2017, 2018), *Long Range Planning* (2019)

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

- 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 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