

## JOOST RIETVELD

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Department of Strategic Management & Entrepreneurship  
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### ACADEMIC APPOINTMENTS

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**Rotterdam School of Management, Erasmus University**      **Fall 2015 - present**  
Assistant Professor of Strategic Management

### EDUCATION

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- 2015 **City University London, Cass Business School**  
Doctor of Philosophy (PhD.), Management, September 2010 - March 2015.  
Dissertation: “*Value Creation from Complements in Platform Markets: Studies on the Video Game Industry*” Committee: Stefan Haefliger, Melissa Schilling, JP Eggers
- 2015 **New York University, Stern School of Business**  
Visiting Doctoral Student, department of Management, January 2013 – June 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.), graduated *Cum Laude* (with distinction)
- 2008 **University of Groningen, Faculty of Economics and Business**  
Bachelor of Science (BSc.)

### HONORS, GRANTS AND AWARDS

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- 2017 ERIM funding for Outward Research Visit (€2,300)
- 2016 ERIM funding for Outward Research Visit (€4,000)
- 2016 Professor of the Year, Student Representative Council (SR), *RSM*
- 2016 Doctoral Dissertation Award Finalist, TIMES Division, *INFORMS*
- 2016 Doctoral Dissertation Award Finalist, TIM Division, *Academy of Management*
- 2015 NYU Adjunct Faculty Professional Development Fund (\$1,000)

### JOURNAL PUBLICATIONS

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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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- Rietveld J, Eggers JP. Demand Heterogeneity and the Adoption of Platform Complements. Provisionally accepted at *Organization Science*.
- Rietveld J, Schilling MA, Bellavitis C. Creating and Capturing Value in Platform Ecosystems through Selective Promotion of Complements. First revision invited to *Org. Science*.
- 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 to *Strategic Management Journal*.
- Ishihara M, Rietveld J. The Effect of Mergers on Product Quality, Innovativeness, and Performance: Evidence from the UK Video Game Industry. First revision invited to *Management Science*.
- Rietveld J. Creating Value through the Freemium Business Model: A Demand Perspective. First revision submitted to *Strategic Entrepreneurship Journal*.
- Schilling MA, Rietveld J. To the Beat of the Same Drum: Causal Factors in Strategic Synchronization. Reject and resubmit at *Academy of Management Review*.
- Bellavitis C, Filatotchev I, Rietveld J. The Effects of Repeated Co-Investments on the Performance of VC Syndicates: A Relational Agency Perspective. First revision invited to *Entrepreneurship Theory & Practice*.
- Ishihara M, Liu Y, Rietveld J. Optimal Product Versioning Strategy in Durable Goods Markets: The Case of the U.S. Video Game Industry. *Working paper*.
- Rietveld J, Nieborg, D. Platform Ecosystem Evolution: Implications for Value Appropriation. *Work in progress*.
- Rietveld J, Slangen AHL, Benischke, MH. Regional Perspective on LoF. *Work in progress*.
- Rietveld J, Seamans R. Platform Endorsements in the Context of Kiva. *Data collection stage*.

## BOOK CHAPTERS AND OTHER PUBLICATIONS

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- Rietveld J (2014) Nintendo: Fighting the Video Game Console Wars, in Mintzberg H *et al.* *The Strategy Process*, Fifth Edition, FT Press (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.

## CONFERENCE PROCEEDINGS

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

## SELECTED CONFERENCE PRESENTATIONS

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- 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. *36<sup>th</sup> Annual SMS Conference* (Berlin, DE)
- 2016 Content Monetization on Digital Distribution Platforms: Lessons from the Game Industry. *36<sup>th</sup> Annual SMS Conference* (Berlin, DE)
- 2016 Creating Value through the Freemium Business Model: A Demand Perspective. *The 10<sup>th</sup> 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)
- 2015 Game Changers: Business Model Innovation in the UK Market for Digital Video Games. *75<sup>th</sup> Annual Meeting of the Academy of Management* (Vancouver, BC).
- 2014 Complements Adoption in Two-Sided Markets: Evidence from the UK Market for Console Video Games. *Platform Strategy Research Symposium 2014* (Boston, MA)
- 2014 Business Model Design in Cultural Industries: Balancing Creativity and Rationalization. *30<sup>th</sup> EGOS Colloquium* (Rotterdam, NL)
- 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); *29<sup>th</sup> EGOS Colloquium* (Montreal, CA)
- 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); *28<sup>th</sup> EGOS Colloquium* (Helsinki, FI)
- 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)

#### CONSORTIA AND SUMMER SCHOOLS

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- 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)

## COURSES TAUGHT

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*Industrial Organization ('Marktcontext')*, core undergraduate course, Rotterdam School of Management, Erasmus (Rotterdam, NL). Evaluation 2016: 8.7/10

*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 2017: 4.6/5

*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*, *Information Systems Research*, *Journal of Management*, *Long Range Planning*, *Information and Management*, *Strategic Management Society*, *Academy of Management*

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.

## OTHER WORKING 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

2009 - 2010 Student research assistant to the faculty of Economics and Business, University of Groningen (Groningen, NL)