

JOOST RIETVELD

Rotterdam School of Management, Erasmus University
Department of Strategic Management & Entrepreneurship
Burgemeester Oudlaan 50, 3062 PA Rotterdam, Netherlands
Mandeville (T) Building, Room 7-41
+31 (0)10 408 1996
rietveld@rsm.nl
www.strategyguide.nl

ACADEMIC APPOINTMENTS

Rotterdam School of Management, Erasmus University **2015 - 2018**
Assistant Professor of Strategic Management

EDUCATION

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

- 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, 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.), 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. Demand Heterogeneity in Platform Markets: Implications for Complementors. Forthcoming at *Organization Science*.

Rietveld J. (2017) Creating and Capturing Value from Freemium Business Models: A Demand-Side Perspective. Early view at *Strategic Entrepreneurship Journal*.

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 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, Schilling MA, Bellavitis C. Platform Strategy: Managing Ecosystem Value Through Selective Promotion of Complements. Reject and resubmit, *Org. Sci.*
- Schilling MA, Rietveld J. To the Beat of the Same Drum: Causal Factors in Strategic Synchronization. Under 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 *Strategic Entrepreneurship Journal*.
- 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). Under review.
- Rietveld J, Nieborg D, Ploog J, Heugens P. Platform Ecosystem Evolution: Towards an Integrative Framework and Implications for Complementors. Under review.
- 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). Preparing for submission.

BOOK CHAPTERS AND OTHER PUBLICATIONS

- 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.

CONFERENCE PROCEEDINGS

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

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)

SELECTED CONFERENCE PRESENTATIONS

- 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 Content Monetization on Digital Distribution Platforms: Lessons from the Game Industry. *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)
- 2015 Game Changers: Business Model Innovation in the UK Market for Digital Video Games. *75th 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. *30th EGOS Colloquium* (Rotterdam, NL)
- 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); *29th EGOS Colloquium* (Montreal, CA)
- 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); *28th EGOS Colloquium* (Helsinki, FI)
- 2012 New Horizons or a Strategic Mirage? Artist-led-distribution versus Alliance Strategy in the Video Game Industry. *32nd Annual SMS Conference* (Prague, CZ)

CONSORTIA AND SUMMER SCHOOLS

- 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)

COURSES TAUGHT

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 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

Ad-hoc reviewer: *Academy of Management Review*, *Strategic Management Journal*, *Management Science*, *Information Systems Research*, *Journal of Management*, *Strategic Entrepreneurship Journal*, *Strategic Organization*, *Long Range Planning*, *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.

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