

## JOOST RIETVELD

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UCL School of Management, Strategy & Entrepreneurship  
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[Strategy Guide](#) | [Platform Papers](#) | [SSRN](#) | [LinkedIn](#) | [Twitter](#)

### ACADEMIC APPOINTMENTS

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

### EDUCATION

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| 2015 | <b>City, University of London, Cass Business School</b><br>Doctor of Philosophy (PhD), Management<br>Dissertation: <i>Value Creation from Complements in Platform Markets: Studies on the Video Game Industry</i> Committee: Stefan Haefliger, Melissa Schilling, JP Eggers<br>• Best Dissertation Award Finalist, TIMES Division, INFORMS (2016)<br>• Best Dissertation Award Finalist, TIM Division, AoM (2016)                                       |
| 2015 | <b>New York University, Stern School of Business</b><br>Visiting Doctoral Student, department of Management<br>Courses audited: <i>Creativity &amp; Innovation</i> (spring 2013, JP Eggers); <i>Econometrics</i> (fall 2013, William Greene); <i>Econometrics II</i> (spring 2014; William Greene); <i>Strategic Management</i> (spring 2015; Melissa Schilling); <i>Digital Economics</i> (spring 2015; Arun Sundararajan). Sponsor: Melissa Schilling |
| 2010 | <b>University of Groningen, Faculty of Economics and Business</b><br>Master of Science (MSc), Strategy and Innovation<br>• <i>Cum laude</i> (with distinction)  |
| 2008 | <b>University of Groningen, Faculty of Economics and Business</b><br>Bachelor of Science (BSc), Business Administration   |

### PEER REVIEWED PUBLICATIONS

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- Rietveld J**, Ploog J, Nieborg D. The Coevolution of Platform Dominance and Governance Strategies: Effects on Complementor Performance Outcomes. In press, *Academy of Management Discoveries*.
- Best paper award finalist, *SMS Special Conference Oslo* (2018)
- Bellavitis C, **Rietveld J**, Filatotchev I (2020) The Effects of Repeated Co-Investments on the Performance of VC Syndicates: A Relational Agency Perspective. *Strategic Entrepreneurship Journal*, 14(2), 240-264.

- Press coverage: The European, [BizEd](#)
- Rietveld J**, Schilling MA, Bellavitis C (2019) Platform Strategy: Managing Ecosystem Value Through Selective Promotion of Complements. *Organization Science*, 30(6), 1232-1251.
- Press coverage: [Vox Recode](#)
  - An abbreviated version was published in [Management Insights](#) (Chinese)
- Rietveld J**, Eggers JP (2018) Demand Heterogeneity in Platform Markets: Implications for Complementors. *Organization Science*, 29(2), 304-322.
- Nominated by INFORMS for the *Gomory Industry Studies Award* (2019)
- Rietveld J** (2018) Creating and Capturing Value from Freemium Business Models: A Demand-Side Perspective. *Strategic Entrepreneurship Journal*, 12(2), 171-193.
- Lead article
  - Among the Top 20 most downloaded papers published in 2018 (2019)
  - *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

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- Bellavitis C, Lampel J, **Rietveld J**. Dealing with Consumer Uncertainty in Hard to Value Products. Second revision submitted, *Strategic Management Journal*.
- Rietveld J**, Schilling MA. Platform Competition: An Interdisciplinary and Systematic Review of the Literature. First revision invited, *Journal of Management*.
- Companion website: <http://platformpapers.com/>
- Rietveld J**, Seamans R, Meggiorin K. Market Orchestrators: The Effects of Platform Certification on Complementor Behavior and Performance. Submitted, *Strategy Science*.
- Rietveld J**, Ploog, JN. Freemium Killer Apps: Business Model Competition and Product Performance in the Market for Digital PC Games on Steam. Preparing for submission.
- Benischke M, **Rietveld J**, Slangen A. A Demand-Side Perspective on the Competitiveness of the Multinational Enterprise. Working paper.
- Rietveld J**. Digital Dominance: How Digital Transformation Affects Technology Competition and Firm Strategy. Working paper.
- Schilling MA, **Rietveld J**. To the Beat of the Same Drum: Causal Factors in Strategic Synchronization. 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**, Bradley, W. Digital Piracy and Platform Competition. Data analysis.

#### BOOK CHAPTERS, CONFERENCE PROCEEDINGS AND OTHER PUBLICATIONS

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- 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

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- 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

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- 2020 London Business School, Strategy and Entrepreneurship group (scheduled)  
Oxford University, Platform Economy Interest Group  
Technical University of Munich, TUM School of Management (scheduled)  
ESMT Berlin (scheduled)
- 2019 Goldsmiths University, Institute of Management Studies  
Vrije Universiteit (VU) Amsterdam, KIN Center for Digital Innovation
- 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  
Vrije Universiteit (VU) Amsterdam, KIN Center for Digital Innovation
- 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

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- 2019 Presentation on platform governance at the *New Technologies and Business Regulation Conference* at the University of Florida (Gainesville, FL)
- 2019 Freemium Killer Apps. *SMS 39<sup>th</sup> Annual Conference* (Minneapolis, MN)
- 2019 Competing in platform ecosystems: Why is it different and how to be successful? *NYU Stern Digital Innovation Conference on Platform Strategy* (New York, NYU)
- 2019 Platform Ecosystem Evolution: Implications for Complementors. *79<sup>th</sup> Annual Meeting of the Academy of Management* (Boston, MA)
- 2019 Market Orchestrators: The Effects of Platform Certification on Complementor Behavior and Performance. *23<sup>rd</sup> Annual Conference of the Society for Institutional & Organizational Economics* (Stockholm, SE)

- 2019 Freemium Killer Apps. *London50* by London Business School (London, UK)
- 2018 Platform Ecosystem Evolution: Implications for Complementors. *UCL School of Management, 3<sup>rd</sup> 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. *77<sup>th</sup> 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 Creating Value through the Freemium Business Model: A Demand Perspective. *The 10<sup>th</sup> Ratio Colloquium for Young Social Scientists* (Stockholm, SE)
- 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

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2019 39<sup>th</sup> Annual SMS Conference, Junior Faculty PDW (Minneapolis, MN)  
2018 SMS Special Conference Oslo, GSJ Paper Development Workshop (Oslo, Norway)  
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 76th Academy of Management, Junior faculty consortium, TIM. (Anaheim, CA)  
2014 34<sup>th</sup> Annual 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

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*Business Strategy*, core course in the Master (MSc) in Management program, UCL School of Management, University College London.

*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

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Editorial review board:

*Strategic Management Journal* (2020-2022)

Ad-hoc reviewer: *Academy of Management Review* (2017), *Academy of Management Journal* (2019), *Administrative Science Quarterly* (2018), *Strategic Management Journal* (2017-2020), *Management Science* (2018-2020), *Organization Science* (2018-2020), *Information Systems Research* (2016, 2017, 2019), *Journal of Marketing* (2019), *Strategic Entrepreneurship Journal* (2017-2019), *Research Policy* (2019-2020),

*Journal of Management* (2016, 2018-2020), *Academy of Management Discoveries* (2019-2020), and several other journals in management and organizations.

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

- 2020 Track chair Digital Transformation for *SMS Special Conference* (Hangzhou, China). With W. Wen (co-chair) (scheduled)
- 2019 Two-day public policy workshop on *Competition and Digital Platforms*. One day with policy makers and one day with academics. Jointly organized with Daniel Sokol (University of Florida) and Renato Nazzini (King's College) (London, UK)
- 2019 Workshop mentor and panelist. *University College London - LUISS Paper Development Workshop for Doctoral Students* (Rome, IT)
- 2018 Extension co-organizer 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. *77<sup>th</sup> 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. *77<sup>th</sup> Annual Meeting of the Academy of Management* (Atlanta, GA).
- 2017 Best paper judge for TIM division. *77<sup>th</sup> Annual Meeting of the Academy of Management* (Atlanta, GA).
- 2016 Track chair for BPS division: Competitive Heterogeneity. *76<sup>th</sup> Annual Meeting of the Academy of Management* (Anaheim, CA).
- 2014 Panel: Competitive Dynamics and Strategy in Platform-Based Markets. *34<sup>th</sup> SMS Annual 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. *36<sup>th</sup> INFORMS Marketing Science Conference* (Atlanta, GA). Co-organized with T. Broekhuizen.

## STUDENT SUPERVISION

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PhD students: Joe Ploog (starting year: 2018)

MSc students: 42 as thesis coach, 25 as thesis co-reader/second marker

## INDUSTRY EXPERIENCE

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- 2019 - current Member of the UK trade association for Interactive Entertainment (Ukie)
- 2010 - 2013 Strategy Consultant in the video games industry, Strategy Guide, London, UK
- 2012 - 2013 Business Model Researcher, UK trade association for Interactive Entertainment (Ukie), London, UK
- 2008 - 2011 Strategic Manager, Two Tribes B.V. (Games developer), Harderwijk, NL