

## JOOST RIETVELD

University College London  
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 **City, University of London, Cass Business School**  
Doctor of Philosophy (PhD), Management  
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  
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

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- Rietveld J**, Schilling MA. Platform Competition: A Systematic and Interdisciplinary Review of the Literature. OnlineFirst, *Journal of Management*.
- Companion website: <http://platformpapers.com/>
- Rietveld J**, Ploog J, Nieborg D. (2020) Coevolution of Platform Dominance and Governance Strategies: Effects on Complementor Performance Outcomes. *Academy of Management Discoveries*, 6(3): 488-513. ([Animated abstract](#), [Interactive data visualizations](#))
- Best Paper Finalist, *SMS Special Conference Oslo* (2018)

- Media coverage: [Mobile Marketing](#), [Business Computing](#), [Business of Apps](#), [UK Tech News](#), [Medium](#), [Acquisition International](#), [TechCrunch](#)
  - Adapted into two industry articles for the Department of Play (1), (2)
- 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.
- Media coverage: The European, [BizEd](#), [SMS blog](#)
- Rietveld J**, Schilling MA, Bellavitis C (2019) Platform Strategy: Managing Ecosystem Value Through Selective Promotion of Complements. *Organization Science*, 30(6): 1232-1251.
- An abbreviated version is published in [Management Insights](#) (Chinese)
  - Media coverage: [Vox Recode](#)
- 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)
  - Media 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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- Rietveld J**, Seamans R, Meggiorin K. Market Orchestrators: The Effects of Platform Certification on Complementor Behavior and Performance. Resubmitted, *Strategy Science*.
- Bellavitis C, Lampel J, **Rietveld J**. Dealing with Consumer Uncertainty in Hard to Value Products. Resubmitted, *Strategic Management Journal*.
- Rietveld J**, Ploog, JN. Freemium Killer Apps: The Interdependent Effects of Business Model and Product Functionality on Superior Performance, Revision invited, *Strategic Management Journal*.
- Benischke M, **Rietveld J**, Slangen A. Adoption Barriers and the Competitiveness of the Multinational Enterprise: Evidence from the Console Video Game Industry. Submitted.
- 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 PRESENTATIONS

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- 2020 London Business School, Strategy and Entrepreneurship group  
USC Marshall, department of Data Sciences and Operations  
Oxford University, Platform Economy Interest Group  
Technical University of Munich, TUM School of Management  
Ludwig Maximilian University (LMU) of Munich, ORG Seminar  
ESMT Berlin  
New Zealand Commerce Commission  
Facebook, Gaming Division
- 2019 Goldsmiths University, Institute of Management Studies  
Vrije Universiteit (VU) Amsterdam, KIN Center for Digital Innovation  
London50 Conference (London Business School)  
NYU Stern Digital Innovation Conference on Platform Strategy  
New Technologies and Business Regulation Conference (University of Florida)
- 2017 Harvard Business School, Strategy Unit  
University College London, Strategy and Entrepreneurship  
INSEAD, Strategy area  
IESE, Strategy department  
Imperial College London, Entrepreneurship and Innovation  
Imperial Innovation & Entrepreneurship Conversation  
Guerrilla Games (Sony Computer Entertainment)
- 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

## SELECTED CONFERENCE PRESENTATIONS

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- 2019 Freemium Killer Apps. *SMS 39<sup>th</sup> Annual Conference* (Minneapolis, MN)  
Platform Ecosystem Evolution: Implications for Complementors. *79<sup>th</sup> Annual Meeting of the Academy of Management* (Boston, MA)  
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)
- 2018 Platform Ecosystem Evolution: Towards an Integrative Framework and Implications for Complementors. *Digital Transformation and Strategy Forum* (London, UK)  
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)  
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)  
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)  
Demand Heterogeneity in Platform Markets: Implications for Complementors. *DRUID Annual Meeting* (New York, NY)  
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)  
Creating Value through the Freemium Business Model: A Demand Perspective. *36<sup>th</sup> Annual SMS Conference* (Berlin, DE)  
Creating Value through the Freemium Business Model: A Demand Perspective. *The 10<sup>th</sup> Ratio Colloquium for Young Social Scientists* (Stockholm, SE)  
Reload and Relaunch: Strategic Governance of Platform Ecosystems. *Platform Strategy Research Symposium* (Boston, MA).  
Reload and Relaunch: Strategic Governance of Platform Ecosystems. *76<sup>th</sup> Annual Meeting of the Academy of Management* (Anaheim, CA).  
Creating Value through the Freemium Business Model: A Consumer Perspective. *76<sup>th</sup> Annual Meeting of the Academy of Management* (Anaheim, CA)  
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);  
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)

## 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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UCL School of Management, Hiring Committee, Chair (2020-2021)

Editorial review board:

*Strategic Management Journal* (2020-2022)

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

- 2020 Track chair Digital Transformation for *SMS Special Conference* (Hangzhou, China). With W. Wen (co-chair) (scheduled, postponed due to the Coronavirus pandemic)

- 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) 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 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). Organizer for TIM Doctoral Research Development Workshop. *77<sup>th</sup> Annual Meeting of the Academy of Management* (Atlanta, GA). 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. 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 - 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