

## JOOST RIETVELD

University College London  
UCL School of Management, Strategy & Entrepreneurship  
Level 38, SW5  
One Canada Square, Canary Wharf  
London E14 5AA, UK

+44 (0) 20 3108 6092 | [j.rietveld@ucl.ac.uk](mailto:j.rietveld@ucl.ac.uk)

[Strategy Guide](#) | [Platform Papers](#) | [Scholar](#) | [SSRN](#) | [LinkedIn](#) | [Twitter](#)

### ACADEMIC APPOINTMENTS

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#### UCL School of Management, University College London

Assistant Professor of Strategic Management 2018-current

#### Faculty of Economics and Business, University of Groningen

Visiting Professor of Innovation Management & Strategy 2021-current

#### Rotterdam School of Management, Erasmus University

Assistant Professor of Strategic Management 2015-2018

### EDUCATION

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#### 2015 City, University of London, Bayes 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**, Ploog, JN. On Top of the Game? The Double-Edged Sword of Incorporating Social Features into Freemium Products, *Strategic Management Journal*, online.

**Rietveld J**, Seamans R, Meggiorin K (2021) Market Orchestrators: The Effects of Certification on Platforms and Their Complementors. *Strategy Science*, 6(3): 244-264.

## PEER REVIEWED PUBLICATIONS (CONTINUED)

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**Rietveld J**, Schilling MA (2021) Platform Competition: A Systematic and Interdisciplinary Review of the Literature. *Journal of Management*, 47(6): 1528–1563.

- 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](#), [Competition and Markets Authority \(CMA\) - Digital Markets Taskforce](#), [Concurrences Antitrust](#), [National Technology News \(NTN\)](#), 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](#)
- 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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Benischke M, **Rietveld J**, Slangen A. A Consumer-Centric Perspective on Foreign Firms' Relative Competitiveness: Evidence from the UK Video Game Market. First revision requested, *Journal of Management*.

**Rietveld J**. Digital Dominance: How Market Leaders Use Digital Technologies for Sustained Competitive Advantage. 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.

## WORK-IN-PROGRESS (CONTINUED)

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**Early stage projects:** ‘What makes an exemplar?’ w/ Richard Haans, ‘When do firms disaffiliate in the wake of a scandal?’ w/ Alessandro Piazza & Enrico Forti, ‘What drives non-adopters to join an early-stage platform?’ w/ Matteo Di Domenico & Erwin Hofman, ‘Strategic framing for platforms’ w/ Saeed Khanagha, Shaz Ansari & Yuliya Snihur, ‘What attracts bad actors to digital platforms’ w/ Wendy Bradley.

## 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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- 2022 Rotterdam School of Management, Business Information Management (scheduled)
- 2021 HEC Lausanne, department of Strategy, Globalization and Society  
IE Business School, Facebook event on Ecosystem Governance  
IESEG School of Management, Management and Society department
- 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

## INVITED PRESENTATIONS (CONTINUED)

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- 2017 IESE Business School, 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 Ludwig Maximilian University (LMU) of Munich, ISTO  
Catholic University of Louvain, 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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- 2021 Paper discussant, *Platform Strategy Research Symposium*,  
Market Orchestrators: The Effects of Certification on Platforms and Their  
Complementors. Symposium: Platforms, Platform Characteristics, and Complementor  
Performance and Strategy, *81<sup>st</sup> Annual AoM Meeting*  
Digital Dominance: How Market Leaders Use Digital Technologies for Sustained  
Competitive Advantage. Panel: A Demand Side Perspective in Cooperative Strategy:  
Exploring Research Opportunities, *41<sup>st</sup> Annual SMS Conference* (Virtual).
- 2019 Freemium Killer Apps. *39<sup>th</sup> Annual SMS Conference* (Minneapolis, MN)  
Platform Ecosystem Evolution: Implications for Complementors. *79<sup>th</sup> Annual AoM  
Meeting* (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 AoM Meeting* (Atlanta, GA)  
Demand Heterogeneity in Platform Markets: Implications for Complementors.  
*DRUID Annual Meeting* (New York, NY)

## SELECTED CONFERENCE PRESENTATIONS (CONTINUED)

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- 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)  
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 AoM Meeting* (Anaheim, CA).  
Creating Value through the Freemium Business Model: A Consumer Perspective. *76<sup>th</sup> Annual AoM Meeting* (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 AoM Meeting* (Orlando, FL)
- 2012 The Second Time Around: Product Re-releases and Resource Complementarity in the Market for Video Games. *32<sup>nd</sup> Annual SMS 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. Evaluation 2021: 4.45/5
- 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) - Best Reviewer, 2019-2020

*Strategic Entrepreneurship Journal* (2021-2024)

*Journal of Management* (2021-2023)

Ad-hoc reviewer: *Academy of Management Discoveries* (2019-2020), *Academy of Management Journal* (2019-2020), *Academy of Management Review* (2017, 2021), *Administrative Science Quarterly* (2018), *Information Systems Research* (2016, 2017, 2019), *Journal of Management* (2016, 2018-2021), *Journal of Marketing* (2019), *Management Science* (2018-2021), *Organization Science* (2018-2021), *Research Policy* (2019-2021), *Strategic Entrepreneurship Journal* (2017-2021), *Strategic Management Journal* (2017-2021), *Strategy Science* (2020), and several other journals.

Reviewer for PhD Paper Prize competition at the SMS 41st Annual Conference (2021)

Reviewer for Best Paper Prize competition at the SMS 41st Annual Conference (2021)

Reviewer for INFORMS/Organization Science Dissertation Proposal Competition (2021)

Reviewer for TIM division Best Paper Prize at the AoM 77th Annual Meeting (2017).

- 2020 Track chair Digital Transformation for *SMS Special Conference* (Hangzhou, China). With W. Wen (co-chair) (cancelled 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. *77th 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. *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 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. *36th INFORMS Marketing Science Conference* (Atlanta, GA). Co-organized with T. Broekhuizen.

## STUDENT SUPERVISION

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PhD students: Matteo Di Domenico (Co-supervisor, U of Twente, starting year: 2020)  
Joe Ploog (First supervisor, UCL, 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