

Joe N. Ploog

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Education

- Currently **University College London, School of Management**
PhD Student, Department for Strategy and Entrepreneurship, 2018-current.
(Transferred from Rotterdam School of Management after the first PhD year)
- **Dissertation:** Understanding Induced Network Effects
 - **Job Market Paper:** Network Effects by Choice: A Demand-Side Perspective on Performance in the Board Games Industry
 - **Supervisors:** Joost Rietveld, Bart Vanneste
- 2018 **Erasmus University, Rotterdam School of Management**
PhD Candidate, Department for Strategy and Entrepreneurship, 2017-2018
- 2017 **Erasmus University, Rotterdam School of Management**
Master of Science (MSc.), Strategic Management
- *cum laude* (with distinction)
- 2016 **Friedrich Alexander University of Erlangen and Nuremberg**
Bachelor of Arts (BA.), International Business Studies

Research Interest

I am interested in how and to what extent firms can induce and modify network effects as a direct consequence of their strategic choices. I seek to answer questions such as:

- How can firms design for network effects by enabling social interactions amongst consumers? How can firms ensure that network effects do materialize? When does it hurt firm performance (trying) to induce network effects?

Publications

Rietveld, J; **Ploog, JN.** (2022) On Top of the Game? The Double-Edged Sword of Incorporating Social Features into Freemium Products. *Strategic Management Journal*, 43(6), 1182-1207. [Video Abstract](#)

Rietveld J, **Ploog JN**, Nieborg D. (2020). The Coevolution of Platform Dominance and Governance Strategies: Effects on Complementor Performance Outcomes. *Academy of Management Discoveries*, 6(3), 488-513. [Video Abstract](#)

- Best paper award finalist at *SMS Special Conference 2018* (Oslo, Norway)
- 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).

Work in Progress

Ploog, JN. Network Effects by Choice: A Demand-Side Perspective on Performance in the Board Games Industry, *Working Paper*.

Ploog, JN. Understanding Induced Network Effects: Towards a Theory of Network Value, *Working Paper*.

Ploog, JN. A Model for Competition under Endogenous Network Effects. *Working Title*

Conference and Invited Presentations

Network Effects by Choice: A Demand-Side Perspective on Performance in the Board Games Industry.

- Transatlantic Doctoral Conference, June 2022 (scheduled)
- Creative Industries Conference, May 2022 (scheduled)
- East Coast Doctoral Consortium, April 2022

Freemium Killer Apps: The Interdependent Effects of Business Model and Product Functionality on Superior Performance.

- AoM Virtual Conference, August 2020
- SMS Special Conference in Frankfurt, June 2019

Platform Ecosystem Evolution: Towards an Integrative Framework and Implications for Complementors.

- DRUID, June 2018
- DRUID PhD Academy, January 2018

Organized Symposia

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| 2022 | SMS London, Ecosystem Strategy: Value Creation Outside the Boundaries of the Firm (scheduled) |
| 2022 | AoM Seattle, Thinking Strategically about Network Effects (together with Joost Rietveld) (scheduled) |

Consortia and Workshops

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| 2022 | STRonger Together Doctoral Workshop, <i>Online</i> |
| 2021 | TIM Doctoral Consortium at the <i>AoM Annual Conference</i> , <i>Online</i> |
| 2021 | Strategy Science Doctoral Workshop at <i>Harvard Business School</i> , <i>Online</i> |
| 2019 | SMS PhD Workshop at <i>Frankfurt School of Finance and Management</i> |
| 2018 | fsQCA Workshop at <i>University of California Irvine</i> |
| 2018 | DRUID PhD Academy 2018 at <i>University of Southern Denmark</i> |

Service

2022 Currently serving for the third consecutive year as academic representative for PhD students at UCL, School of Management

Journal Reviews

Adhoc reviewer for *Journal of Management*, *Long Range Planning*, *Strategic Organization*, and *Technovation*

Teaching Experience

Teaching assistant for 3 consecutive years (supporting lecture with preparation for class as well as administratively) for *Business Strategy*, MSc. core course for the Master in Management at UCL, School of Management.

- Most recent evaluation: 4.5/5

Teaching assistant for 1 year (independently leading six workshops for 32 students and grading) for *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 University (Rotterdam, 2018).

- Evaluation 2018: 4.7/5

Master thesis supervision as co-reader for 1 year for 6 MSc. Students in Strategic Management and in Innovation Management, Rotterdam School of Management, Erasmus University (Rotterdam, 2018).

Industry Experience

2015 **Siemens LLC Dubai, UAE, Working Student** Trade Finance Advisory

2014 **Friedrich-Alexander University Nuremberg, Germany, Student Assistant** Chair for Business Informatics

2012 **Siemens Project Ventures Erlangen, Germany, Working Student** Transaction & Portfolio Management Equity

References

Joost Rietveld
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