Applicant's name: Anne Heslinga

Contact information:

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School: Erasmus University Rotterdam, School of History, Culture, and Communication

Area of interest: Platform-driven and digital entrepreneurship

Year of entry into the PhD program: 2020

Expected year of completion: 2026 (spring)

Faculty member supplying a letter of recommendation: Prof. Dr. Ben Wubs

CURRICULUM VITAE ANNE HESLINGA

CONTACT INFORMATION

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E-mail	heslinga@eshcc.eur.nl
Website	https://www.eur.nl/en/people/anne-heslinga\
Hometown	Honolulu, Hawaii, USA

CURRENT POSITION

- Ph.D. candidate Digitalization, Platform Economy, and Entrepreneurship, Erasmus University Rotterdam
- Lecturer, Erasmus University Rotterdam

PROFESSIONAL EXPERIENCE

2020 – present	Ph.D. Candidate and Lecturer, Erasmus University Rotterdam (Rotterdam, the Netherlands)
2019 – 2020	Lecturer, Erasmus University Rotterdam (Rotterdam, the Netherlands)
2019	Embedded Researcher, Netherlands Institute for Sound and Vision (Hilversum, the Netherlands)
2017 – 2019	Research Fellow, Global Markets, Local Creativities Master's Programme (Glasgow, United Kingdom; Barcelona, Spain; Rotterdam, the Netherlands).
2016	Grant Writing Lead and Mastery Learning Specialist, InnovateEDU (New York City, USA)
2015 – 2016	Research Assistant, New York University, Department of Sociology (New York City, USA)

EDUCATION

Master Global Markets, Local Creativities, 2017 – 2019 (cum laude)
Erasmus Mundus Triple Degree Int. Master with the University of Glasgow, University of Barcelona & Erasmus University Rotterdam

• Thesis title	Networking Innovation: The Emergence and Evolution of the Dutch Digital Game Industry (1980–2019)
• Supervisors	dr. Montserrat Pareja-Eastaway, prof. dr. Ben Wubs

BA Media Industries and Public Policy, 2012 – 2015 (cum laude)
New York University

PUBLICATIONS

- Heslinga, A. (2024). Situating Platform-Based Precarity: Platformization and the (Dis)embedding of the Dutch Game Industry (1980-2022). *Media Industries*, *11*(1). https://doi.org/10.3998/mij.3890
- Heslinga, A., & Berdens, J. (2023). Navigating Work in the Platform Economy: Towards an Integrated Perspective Between Policy, Research, and Workers. *Erasmus Initiative Societal Impact of AI*. https://aipact.medium.com/navigating-work-in-the-platform-economy-towards-an-integrated-perspective-between-policy-research-fb4397033f9b
- Heslinga, A. (2019). *Game changers: The emergence and development of the Dutch game industry ecosystem (1990s-2000s)*. Netherlands Institute for Sound and Vision. https://publications.beeldengeluid.nl/pub/670/

- Heslinga, A., Chiesa, C., Loots, E., "The Adoption of Generative in Video Game Production: Firm-level and Industry-level Dynamics", *in progress* (accepted in Marta Massi, Ricci, A., Prokupek, M., & Ostillio, M. C. (Eds.). *Artificial Intelligence in Creative and Cultural Sectors*. Routledge).
- Heslinga, A., Loots, E., "Dynamics of platform-driven industry emergence: The case of the European game industry", *in progress* (under consideration at *Geoforum*).
- Heslinga, A., Frenken, K., "Platform-driven industry emergence and proximity dynamics in the game industry", *in progress* (under consideration at *Regional Studies*).

- Heslinga, A., Frenken, K. "On digital platforms and incumbent intermediaries: Firm survival of game developers in an era of radical technological change (1980-2022)", *in progress* (submitted to *Industrial and Corporate Change*).

AWARDS/FELLOWSHIPS

- 2020 – 2024: Dutch Research Council PhD talent competition finalist (249K Euros)
- 2018: Summer School for the Management of Creativity in an Innovation Society (funded participant), HEC Montreal
- 2017 – 2019: Global Markets, Local Creativities master's programme fellowship and stipend (92K Euros)
- 2015: Summer research excellence award, New York University (5K US Dollars)
- 2015: German Academic Exchange Services grant for German language courses (4K US Dollars)
- 2014: Dean's Honor Society for travel study in London, UK, New York University (7K US Dollars)
- 2013-15: Gallatin Honors Scholar, New York University

SELECTED CONFERENCES & TALKS

- Heslinga, A., "Platform economy & digital competitiveness: The case of the European game industry", ESSCA School of Management, Paris, France, October 7, 2024.
- Heslinga, A., "Platform-dependent entrepreneurship, entrepreneurial ecosystems, and new industry emergence: an industry life cycle approach", European Academy of Management, Bath, UK, June 3, 2024.
- Heslinga, A., Frenken, K. "Digital platforms and entrepreneurship: changing proximity dynamics in the digital game industry". Conference on the Geography of Innovation, Manchester University, January 2024.
- Heslinga, A. "Entrepreneurial ecosystems and digital platform co-evolution: governance challenges in the Dutch game industry". Presentation for the Regional Studies Association conference, University of Ljubljana, Ljubljana, Slovenia, June, 12, 2023.
- Heslinga, A. "Policy and Regulation for a European Platform Economy", Keynote, Global Markets, Local Creativities Summer School, Charles University Prague, Prague, Czech Republic, September 1, 2022.
- Heslinga, A. "Platform-dependent entrepreneurship: proximity and networked strategy in the game industry". Global Conference on Economic Geography, Trinity College Dublin, Dublin, Ireland, June 2022.
- Heslinga, A. "Networked Business Strategy: past failures and future success in the Dutch digital games industry (1990-2020)". Presentation for the Ecole des Hautes Etudes Commerciales (HEC) Montreal MOSAIC Summer School on the Management of Creativity 2019, Montreal, Canada, July 10th, 2020.

TEACHING EXPERIENCE

- 2019 – present: Erasmus University Rotterdam, Rotterdam, the Netherlands
  Undergraduate teaching *International Business and Nation States*, *Emerging Economies, History and Theory of International Economic Relations*, *Cultural Entrepreneurship: Theory and Practice*

ANCILLARY ACTIVITIES

- 2023 – present: Breda Game City, International Supervisory Board
- 2020 – 2023: Chair Erasmus PhD Association Rotterdam (EPAR), Chair (president)
- 2019 – 2021: Communications Chain, GLOCAL Alumni Association

Dear Members of the Selection Committee,

I am writing to express my interest in attending the 2025 Entrepreneurship Research Boot Camp hosted by NBER. This program would directly contribute to the quality and impact of my research on platform-driven entrepreneurship, offering an opportunity to expand my methodological skills, and build valuable international connections with both peers and leading scholars in the field.

My current PhD research is driven by curiosity to understand the impact of digital and platform technologies on the dynamics of entrepreneurship. My PhD project, conducted at Erasmus University Rotterdam in the Netherlands, examines the effect of digital market and innovation platforms on entrepreneurship in the European game industry. Drawing on a web-scraped and matched database, my research examines the conditions that enable or constrain platform-driven entrepreneurship. Specifically, I investigate how policy support, access to finance, and value chain dynamics shape the growth and sustainability of platform-dependent ventures and industries. In addition, my recent research concerns the impact of generative AI on skills-, firm- and industry-level dynamics across tech and creative sectors.

My future research aims to address two diverging trends in the platform economy: the growing concentration of gains from digital technology and entrepreneurship in certain regions and firms, and the rising prevalence of entrepreneurship due to digital technologies. To operationalize this resarch, I plan to examine how platform and corporate innovation systems interact with regional entrepreneurial ecosystems to shape competitive advantage in these sectors. Additionally, I will investigate the broader implications of platform-driven entrepreneurship, particularly how generative AI and gig platforms affect local labor markets and lower skill requirements for entrepreneurship. Through this research, I hope to advance the field of digital entrepreneurship research and contribute to more informed and evidence-based policy in this domain.

Attending the NBER research boot camp would directly contribute to the quality of my research and ability to conduct impactful research. Practically speaking, the boot camp would provide my research with a strong theoretical and intellectual grounding in the literature on the economics of entrepreneurship and innovation. For my future research, I hope to gain insights into using data from non-traditional sources, such as digital platforms, in conjunction with administrative data. The boot camp is also an opportunity to to forge international networks and exchange ideas with fellow doctoral and senior researchers alike.

I am grateful for your consideration, and I hope to hear from you.

Sincerely,

Anne Heslinga

Erasmus School of History, Culture and Communication

Date
12 February 2025

Subject
Recommendation Anne Heslinga

Afdeling
Erasmus School of History, Culture and Communication

Bezoekadres
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Dear members of the review committee,

I am writing to highly recommend Anne Heslinga for the 2025 NBER PhD Entrepreneurship Research Boot Camp. As Anne's PhD supervisor and manager, I know that she would benefit immensely, both academically and professionally, from the opportunity to attend, and that the Boot Camp as a whole would benefit from her being a part of it.

Anne is conducting her PhD research on digital platforms and entrepreneurship in the game industry, having won a national competition for funding from the Dutch Research Council (NWO). As a PhD, she has demonstrated the ability to carry out high-level, forward-thinking research. Her work has been published and reviewed and has the potential to reach high-impact journals. She is highly capable of working both independently and collaboratively, having networked beyond our department to co-author with entrepreneurship senior researchers and economists.

I got to know Anne during her Master's in Global Markets, Local Creativities (GLOCAL) as professor and her thesis supervisor. She was awarded one of the few fully funded Erasmus Mundus grants out of 600+ applicants, off the back a strong application and references from New York University. As a master's student, she was curious, analytical and driven, excelling in combining innovative research with academic rigour. She was in the top 5% of her cohort. She has carried this forward into her PhD, where I once again act as one of her supervisors, she continues to synthesise a wide range of academic perspectives to produce compelling research concerning entrepreneurship and platform economics. Throughout this time, she has always been a joy to work with.

Attending the NBER Boot Camp would further boost Anne's promising research career. Her affinity for applying digital methods and data would undoubtedly benefit from exposure to

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novel use of data and rigorous quantitative methods. In addition, it would be a great opportunity to critically interact with entrepreneurship research literature and contribute to pressing current and future questions in the field.

I believe Anne would also be an asset to the cohort. She would no doubt make the most of her experience through networking and building collaborations with the other participants. In particular, she has ambitions to develop her research further to support industrial policy for the digital economy, both in Europe, the US and abroad. Here, connections made through NBER would be highly impactful for her work.

I hope you will give her application full consideration.

Yours sincerely,



Kind regards,

Prof.dr. Ben Wubs
Professor International Business History
ESHCC Erasmus University|

Programme Director Erasmus Mundus International Master GLOCAL Global Markets, Local Creativities
http://www.gla.ac.uk/postgraduate/erasmusmundus/glocal/