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## Expertise

Mobile Services  
Business Models for ICT systems and services  
Smart Cities  
Digital platforms

## Employment

**Undefined**  
R&D centraal  
Vrije Universiteit Brussel  
Brussels, Belgium  
1 Oct 2022 → 30 Sep 2026

### **Brussels Centre for Urban Studies**

Vrije Universiteit Brussel  
Brussels, Belgium  
12 Mar 2020 → present

### **Communication Sciences**

Vrije Universiteit Brussel  
Brussels, Belgium  
1 Jan 2020 → 30 Sep 2037

### **postdoctoral researcher**

Communication Sciences  
Vrije Universiteit Brussel  
Brussels, Belgium  
1 Oct 2013 → 30 Sep 2037

### **Academic**

Communication Sciences  
Vrije Universiteit Brussel  
Brussels, Belgium  
1 Oct 2010 → 30 Sep 2037

### **Studies in Media, Innovation and Technology**

Vrije Universiteit Brussel  
Brussels, Belgium

1 Jan 2008 → present

## Research outputs

### **Perishability and Evolution of Ecosystems**

Montakhabi, M., Ballon, P. & Vanhaverbeke, W., 1 Feb 2023, (Submitted) *R&D Management Conference 2023*.

### **Perishability and Evolution of Ecosystems**

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### **Methodological Analysis of Personalization in Urban Recommender Systems by Distance Measures**

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### **The Archetypes of Digital Business Models**

Montakhabi, M., Aagaard, A. & Ballon, P., Jun 2022, (Unpublished).

### **The European Commission's approach to mergers involving software-based platforms: Towards a better understanding of platform power**

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### **Barriers for Prosumers' Open Business Models: A Resource-Based View on Assets and Data-Sharing in Electricity Markets**

Montakhabi, M., van Zeeland, I. & Ballon, P., 9 May 2022, In: *Sustainability*. 14, 9, 29 p., 5705.

### **The Archetypes of Digital Business Models**

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### **Prosumers' Business Models in Digital Electricity Markets; How to Overcome Imperfection?**

Montakhabi, M., van der Graaf, S., Ballon, P. & A. Mustafa, M., 10 Jan 2022, (Submitted) *European Group for Organizational Studies (EGOS)*.

### **Data Ecosystem Business Models: Value and control in Data Ecosystems**

D'Hauwers, R., Walravens, N. & Ballon, P., 2022, In: *Journal of Business Models*. 10, 2, p. 1-30 30 p.

### **Expert Recommendations on Energy Trading Market Models using the AHP model**

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### **We're in this together: a multi-stakeholder approach for news recommenders**

Smets, A., Hendrickx, J. & Ballon, P., 2022, In: *Digital Journalism*.

### **Concentreren kun je leren. Nieuwsdiversiteit als economische paradox**

Hendrickx, J., Ranaivoson, H. R. & Ballon, P., 20 Sep 2021, *Nieuws, diversiteit & democratie*. ASP / VUBPRESS, p. 11-22 12 p.

### **An Ecosystem View of Peer-to-Peer Electricity Trading: Scenario Building by Business Model Matrix to Identify New Roles**

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**Blind Spots in AI: the Role of Serendipity and Equity in Algorithm-Based Decision-Making**

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**Using Regions of Interest for Personalized Route Planning**

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Van Compernelle, M., Walravens, N., Colpaert, P., Vlassenroot, E., Ballon, P. & De Marez, L., 2019, *Proceedings of the European Group of Public Administration (EGPA) Conference*. 6 p.

**Open Data and the Core Competences of Government: Lessons from Flanders, Belgium**

Walravens, N., Van Compernelle, M., Colpaert, P., Ballon, P. & De Marez, L., 2019, *Proceedings of the Research Conference on Communications, Information and Internet Policy (TPRC)*. 8 p.

**POLICY BRIEF #17: The MediaHub Brussels has officially launched: Get involved and benefit from the new initiative**

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**The effectiveness of involving users in digital innovation: Measuring the impact of living labs**

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**An information system design theory for the comparative judgement of competences**

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**De economische meerwaarde van de VRT. Onderzoeksrapport i.o.v de VRT. Brussel en Leuven: imec-SMIT-VUB en Flanders Business School.**

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**De humane stad: 30 voorstellen voor een stad op mensenmaat**

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**City of Things: A Multidisciplinary Smart Cities Testbed for IoT, Big Data and Living Labs Innovation**

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**De Smart City als Humane Publieke Ruimte**

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**Editoriaal: De Humane Stad. 30 voorstellen voor een stad op mensenmaat**

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**Pleidooi voor datageletterdheid: Zonder slimme stedelingen geen slimme stad**

Heyman, R., Marien, I. & Ballon, P., 2017, *Humane stad: 30 voorstellen voor een stad op mensenmaat*. Ballon, P., Macharis, C. & Ryckewaert, M. (eds.). Brussels: ASP / VUBPRESS, p. 141-156 16 p. (Cahiers urbains).

**Policy Recommendations Supporting Smart City Strategies: Towards a New Methodological Tool**

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**Broadcasting in the Internet Age**

Hoelck, K. & Ballon, P., 2016.

**City of things: An integrated and multi-technology testbed for IoT smart city experiments**  
Latre, S., Leroux, P., Coenen, T., Braem, B., Ballon, P. & Demeester, P., 2016, p. 1-8. 8 p.

**Cross-platform effects: Towards a measure of platform integration benefit**  
Hoelck, K., Cremer, S. & Ballon, P., 2016, (Unpublished).

**Designing a smart city playground: Real-time air quality measurements and visualization in the City of Things testbed**  
Braem, B., Latre, S., Leroux, P., Demeester, P., Coenen, T. & Ballon, P., 2016, p. 1-2. 2 p.

**Exploring the Impact of Methodological Set-up on Innovation Contribution in Living Labs**  
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**Impact Assessment of Interactive Coupled Open Innovation in Living Labs**  
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**Living Labs as open innovation systems for knowledge exchange: solutions for sustainable innovation development**  
Schuurman, D., Baccarne, B., De Marez, L., Veeckman, C. & Ballon, P., 2016, In: *International Journal of Business Innovation and Research*. 10, 2/3, p. 207-239 33 p.

**'Open Government Data': based Business Models: a market consultation on the relationship with government in the case of mobility and route-planning applications.**  
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**Technological change and the provision, consumption and regulation of services**  
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**The potential of experimentation in Business-to-Business Living Labs**  
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**Control & Value Trade-Offs in Handling User-Data: The Example of Location-Based-Services**  
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### **Mobile Wallets' Business Models: Refining Strategic Partnerships**

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### **Spectrum as a platform: a critical assessment of the value promise of spectrum sharing solutions**

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### **Assessing the value of Location Data: A trade-off between location data and location-based commercial benefits**

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### **Designing social living labs in urban research**

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### **Exploring the Benefits of combining Business Modelling with Living Labs**

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### **How to keep a living lab alive?**

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### **Innovate dementia: the development of a living lab protocol to evaluate interventions in context**

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### **Living labs**

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### **LL-ADR: Action Design Research in Living Labs**

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### **Open innovation practices adopted by private stakeholders: perspectives for living labs**

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### **User engagement in living lab field trials**

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### **Who Manages the Manager? Identity Management and User Ownership in the Age of Data**

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### **Open Data as a Catalyst For The Smart City as a Local Innovation Platform**

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### **When Loyalty Points Become Virtual Currencies: Transforming Business Models for Online Platforms**

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### **Power and control strategies in online video services**

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### **Duurzame financieringsmodellen voor Vlaamse televisiefictie. Een onderzoek i.ov. Kabinet Media en Departement Cultuur, Jeugd, Sport en Media. Brussel en Gent: iMinds-SMIT-MICT, 2 juni 2014.**

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### **Beyond Defining the Smart City: Meeting Top-Down and Bottom-Up Approaches in the Middle**

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### **A typology of media innovations: insights from an exploratory study**

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### **Crossing boundaries: Strategies of OTT technology platforms in the telecommunications sector**

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### **Living Labs as open innovation systems for knowledge exchange: solutions for sustainable innovation development**

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### **Strategies for the mitigation of double marginalisation in multi-layered platform markets**

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### **Platform Business Models for Smart Cities: From Control and Value to Governance and Public Value**

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## Prizes

### **Best Paper Award**

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### **Best Presentation Award – Business Models**

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Ballon, Pieter (Recipient), 24 Apr 2003

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### **Testimonial & participation in Event State Visit**

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### **Veli-Pekka Niitamo Best Paper Award**

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### **1st Brussels Smart City Ambassador (2016-2017)**

Ballon, Pieter (Recipient), 2016

### **3 Papers in Top-25 of Most Cited papers (2008-2013) of Telematics and Informatics**

Ballon, Pieter (Recipient), 2008

## Press/Media

### **De toekomst van het internet**

Pieter Ballon

11/02/10

1 Media contribution



### **De Vrije Universiteit Brussel bouwt mee aan een gebruiksvriendelijke(re) informatiemaatschappij**

Pieter Ballon

1/02/08

1 Media contribution

### **Een algoritme voor de democratie**

Pieter Ballon, Ike Picone & Christophe Busch

12/01/20

1 Media contribution

### **VUB bouwt draadloos campusnetwerk op mesh-topologie**

Pieter Ballon

12/05/08

1 Media contribution

### **Woke-discussie zonder karikaturen gezocht**

Pieter Ballon & Christophe Busch

19/04/21

1 Media contribution

## **Short Resumé**

I am Professor on the digital economy at the Vrije Universiteit Brussel, teaching at the Communications Sciences and Business Economics departments. I am the director of imec-SMIT (Studies in Media, Innovation and Technology) at the Vrije Universiteit Brussel. This research centre aims to make digital technologies society-proof. With over 100 researchers, it is among the largest centres in social sciences dedicated to digital innovation in Europe. SMIT also contains knowledge centres on media literacy (Mediawijs) and societal impacts of artificial intelligence (KC Data & Maatschappij). From 2017-2021, I held the VUB Academic Chair on Smart Cities. I am also Scientific Lead Humanized Technologies at imec, the worldwide R&D centre on nanotechnology and digital systems, representing the social science research carried out by research teams from several universities.

I hold a PhD in Communication Sciences (VUB) and a Master degree (licentiate) in Modern History (KU Leuven). My PhD dealt with business model innovation and power in mobile communications. I have since then published extensively on the political economy of digital platforms in media and urban contexts. My current research interests include the evolution of digital platform models, the benefits and drawbacks of smart cities, and serendipity in a digital context.

I have written over 60 peer-reviewed articles and book chapters, over 100 published conference papers and have delivered over 50 keynotes. My research is impactful, as testified by a high h-index and citation rate. I sat on the editorial board of 3 academic journals and have been co-editor of 8 special issues of academic journals and of 2 academic books. I have won 5 scientific awards (Veli-Pekka Niitamo Best Paper Award 2015, ICE-B Best Paper Award 2013, Elaine Lawrence Best Paper Award 2013, ICIN Best Presentation Award 2008 and IEEE DYSPAN Best Policy Paper Award 2008). Over the years, I have been the coordinator and promotor of over 100 research projects within VUB and imec, both at European and Flemish levels.

I have co-founded several organisations dedicated to the social sciences. I am co-founder and scientific director of the Hannah Arendt Institute (2020), dedicated to disseminating facts and best practices on citizenship in diverse, urban contexts. It was set up by the VUB and the University of Antwerp, and presently involves all Flemish universities. I am also co-founder of the Brussels institute on AI for the Common Good (FARI), the European Network of Living Labs (ENoLL) and the Open & Agile Smart Cities network (OASC).

Next to my academic research, I try and play a role as opinion maker on digital platforms and their impact on economy and society. I wrote a number of popular-scientific books on cities and technology, including "Smart Cities: Hoe slimme technologie onze steden leefbaar houdt en slimmer maakt" and "De Stad is een Boek"(LannooCampus). From 2016-2019, I was appointed by the Brussels regional government as Brussels Smart City Ambassador. In 2017, I was awarded the prize for Societal Valorisation by the VUB research council, meant for researchers who have a strong societal impact. In 2020, I was one of the winners of the KVAB annual prize for scientific communication. In that same year, I was appointed by the Flemish government as one of the 9 experts advising on the societal relaunch post-Covid-19.