

Dr ir Mark (G.A.) de Reuver
Associate Professor
Head of Section

Section Information and Communication Technology
Department Engineering Systems and Services
Faculty Technology, Policy and Management
Delft University of Technology
Jaffalaan 5
2628 BX Delft
The Netherlands

g.a.dereuver {at} tudelft.nl

ORCID ID: <http://orcid.org/0000-0002-6302-7185>

Scopus Author ID: 35776955900

ResearcherID:N-4848-2016



Research profile

Digital platforms hold huge potential to address societal challenges. By providing essential resources like software modules and data, digital platforms drive innovation in any industry.

Imagine a connected health platform that patients can use at home. The platform collects data from wearables and electronic patient data. Developers can use the platform to provide tailored lifestyle advice. However, this opens the door to potential misuse—patient data being sold illicitly or unsafe health advice from low-quality applications. This example illustrates my fascination with *platform openness*. When designing for openness, digital platforms enable innovations that benefit society. Yet, openness also creates massive risks for values such as safety, privacy and sovereignty. My research focus is the design of digital platforms. I'm driven by new technological paradigms for platform design: multi-platform constellations, data platforms and decentralized platforms. My aim is to develop design-relevant knowledge at the crossroads of architecture and governance.

My mission is to move the field into four main areas:

- Expand to new generations of digital platforms (e.g. data platforms)
- Create design-relevant knowledge on how to open up platforms. This design knowledge should consider new technological paradigms (e.g. decentralization)
- Incorporate societal implications of platform openness (e.g. privacy, sovereignty). Rather than idealizing these values, I aim to study how they interact with business models.
- Move away from well-known examples (e.g. smartphones, game consoles) to new engineering domains (e.g. health, mobility)

I'm currently fascinated by platforms for the data economy and AI. Can we design data platforms with viable business models, while preserving privacy and sovereignty?

Qualifications

Doctorate, Governing mobile service innovation in co-evolving value networks, Delft University of Technology

Award Date: 17 Dec 2009

Master's degree, Systems Engineering, Policy Analysis and Management, Delft University of Technology

Award Date: 13 Oct 2005

Employment

Adjunct Associate Professor

Institut Mines-Telecom

Research outputs

Data sovereignty does matter! Effects on trust, perceived risk, and willingness to share (business) data

Abbas, A. E., Zuiderwijk, A. & de Reuver, M., 2026, In: *Technology in Society*. 87, 19 p., 103409.

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Leveraging Participatory Personas for Reflexive Co-design of Personalization in Large Language Models

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Strategic openness: Category variety, boundary resources, and exclusive content as drivers of complementor participation

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Toward Participatory Precision Health With Co-Designed Recommendations: Systematic Review of Just-in-Time Adaptive Interventions in Adolescents and Young Adults

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Translating the value of well-being into design features of social media platforms: a value sensitive design approach

Figueroa, C., Marin, L., Jaff, M. & de Reuver, M., 2026, In: Ethics and Information Technology. 28, 1, 15 p., 14.

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Creating a Taxonomy of Business Models for Data Marketplaces

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13 Jun 2023

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