Evert de Haan

(Updated until June 2024)

evert.de.haan@rug.nl

Tel: +31 (0)50 36 32802

Office: 5411-318 (Duisenberg Building)

University of Groningen
Nettelbosje 2
9747 AE Groningen
The Netherlands

Employment background

Associate Professor, University of Groningen, Faculty of Economics and Business, Marketing Department, January 2023-present.

Assistant Professor, University of Groningen, Faculty of Economics and Business, Marketing Department, November 2019-December 2022.

Junior Professor (W1), Goethe University Frankfurt, Faculty of Economics, Marketing Department, March 2016-October 2019. *(positive mid-term evaluation in February 2019)*

Lecturer / Researcher, Goethe University Frankfurt, Faculty of Economics, Marketing Department, September 2015-February 2016.

Doctoral Candidate, University of Groningen, Faculty of Economics and Business, Marketing Department, September 2011-August 2015.

PhD thesis

Title	Creating, Managing and Monitoring Customer Value in the On- and Offline World
Defense date	January 25, 2016
University	University of Groningen (The Netherlands)
Supervisors	Prof. dr. Peter C. Verhoef
	Prof. dr. Thorsten Wiesel
Committee	Prof. dr. P. K. Kannan
	Prof. dr. Marnik G. Dekimpe
	Prof. dr. Jaap E. Wieringa
Grade	Cum laude (highest possible grade in the Netherlands for a PhD)

Education

Research Master (MSc)   University of Groningen, September 2010-August 2011. Research Master in Economics and Business with marketing as specialization (120 EC).
Grade: cum laude

Business Administration (MSc)   University of Groningen, September 2009-September 2010. Master in Business Administration with marketing research as well as marketing management as specialization (80 EC).
Grade: cum laude

Research interests

Digital marketing, marketing attribution, ad blocking, (online) customer journey, (online) advertising, mobile marketing, customer relationship management, customer feedback metrics, unstructured data analysis, machine learning, artificial intelligence.

Peer-reviewed publications

De Haan, Evert (2024). The Drivers and Consequences of Ad Blocking: A Self-Filtering Mechanism That Increases Ad Effectiveness. *Journal of Interactive Marketing*, 59 (1), 59-75.

Liu, Wei, Sha Zhang, Evert de Haan, & Tammo Bijmolt (2024). Mobile Platform Expansion: How Does It Affect the Incumbent Food Delivery App and Other Sales Channels? *Journal of Retailing*, forthcoming.

De Haan, Evert, Manjunath Padigar, Siham El Kihal, Raoul Kübler, & Jaap E. Wieringa (2024). Unstructured Data Research in Business: Toward a Structured Approach. *Journal of Business Research*, 177, 114655.

Vomberg, Arnd, Evert de Haan, Nicolai E. Fabian, & Thijs Broekhuizen (2024). Digital Knowledge Engineering for Strategy Development. *Journal of Business Research*, 177, 114632.

Hu, Jinping, Evert de Haan, & Bernd Skiera (2024). Uplift Modeling with Quasi-Loss-Functions. *Data Mining and Knowledge Discovery*, forthcoming.

Huisman, Hester M., Evert de Haan, Machiel Mulder, & Jaap E. Wieringa (2024). The Combined Effect of Regulators' and Retailers' Actions to Stimulate Consumer Participation in Residential Energy Markets. *Energy Policy*, 184, 113890.

Gao, Lily (Xuehui), Evert de Haan, Iguácel Melero Polo, & F. Javier Sese (2023). Winning Your Customers' Minds and Hearts: Disentangling the Effects of Lock-In and Affective Customer Experience on Retention. *Journal of the Academy of Marketing Science*, 51(2), 334-371.

De Haan, Evert (2022). Attribution Modeling. In: Homburg C., Klarmann M., Vomberg A. (eds) Handbook of Market Research. Springer, Cham. https://doi.org/10.1007/978-3-319-05542-8_39-1.

De Haan, Evert (2022). Monitoring Customer Experience in the Digital Age. *MOA Topic of the Year 2022*, 5, 23-32.

De Haan, Evert, Peter C. Verhoef, & Thorsten Wiesel (2021). Customer Feedback Metrics for Marketing Accountability. *Review of Marketing Research*, 18, 49-74.

De Haan, Evert, P. K. Kannan, Peter C. Verhoef, & Thorsten Wiesel (2018). Device Switching in Online Purchasing: Examining the Strategic Contingencies. *Journal of Marketing*, 82(5), 1-19.
Lead article
Featured in the "JM Webinar Series: Insights for Managers" *(October 4th 2018)*
Finalist Sturm & Drang-Preis 2018
Finalist Marketing Group VHB Best Paper Award 2019

Försch, Steffen & Evert de Haan (2018). Targeting Online Display Ads: Choosing Their Frequency and Spacing. *International Journal of Research in Marketing*, 35(4), 661-672.

De Haan, Evert, Thorsten Wiesel, & Koen Pauwels (2016). The Effectiveness of Different Forms of Online Advertising for Purchase Conversion in a Multiple-Channel Attribution Framework. *International Journal of Research in Marketing*, 33(3), 491-507.

De Haan, Evert, Peter C. Verhoef, & Thorsten Wiesel (2015). The Predictive Ability of Different Customer Feedback Metrics for Retention. *International Journal of Research in Marketing*, 32(2), 195-206.
Finalist IJRM Best Paper Award 2015
Featured in MSI must read articles in Marketing *(November 2015)*

De Haan, Evert, Peter C. Verhoef, & Thorsten Wiesel (2014). Gebruik van Customer Feedback Metrics door Dienstverleners (en: Usage of Customer Feedback Metrics by Service Providers). *Maandblad voor Accountancy en Bedrijfseconomie*, 88(7/8), 274-281.

Van der Heijden, Max, Evert de Haan, & Tryntsje Hoving-Wesselius (2014). Een Modelmatige Aanpak om het Effect van Online Adverteren op Conversie te Achterhalen (en: A Modeling Approach to Retrieve the Effect of Online Advertising on Conversion). *Jaarboek MarktOnderzoekAssociatie 2014*, 39, 25-37.
Finalist Science Prize of the Year 2014 (NL: Wetenschaprijs van het Jaar 2014)

Publications in peer-reviewed working paper series

De Haan, Evert & Elena Menichelli (2020). The Incremental Value of Unstructured Data in Predicting Customer Churn. *MSI working paper series*, 20(105), 1-49.

De Haan, Evert (2020). Satisfaction Surveys or Online Sentiment: Which Best Predicts Firm Performance? *MSI working paper series*, 20(101), 1-46.

De Haan, Evert, P. K. Kannan, Peter C. Verhoef, & Thorsten Wiesel (2015). The Role of Mobile Devices in the Online Customer Journey. *MSI working paper series*, 15(124), 1-47.

De Haan, Evert, Thorsten Wiesel, & Koen Pauwels (2013). Which Advertising Forms Make a Difference in Online Path to Purchase? *MSI working paper series*, 13(104), 1-47.

Other output

De Haan, Evert & Peter C. Verhoef (2015). How Valuable Are the Net Promoter Score and Other Customer Feedback Metrics? Center for Services Leadership Weblog. http://serviceleadershipblog.com/2015/08/28/how-valuable-are-the-net-promoter-score-and-other-customer-feedback-metrics/#comments. Republished at Customer Think. http://customerthink.com/how-valuable-are-the-net-promoter-score-and-other-customer-feedback-metrics/.

Wiesel, Thorsten, Peter C. Verhoef, & Evert de Haan (2012). There Is No Single Best Measure of Your Customers. *Harvard Business Review Weblog*. http://blogs.hbr.org/cs/2012/07/there_is_no_one_best_measure_o.html.

Bügel, Marnix S., Peter C. Verhoef, Tryntsje Hoving-Wesselius, Thorsten Wiesel, Evert de Haan, Jelle T. Bouma, Linda Teunter, & Toon Alleman (2012). Dutch Customer Performance Index 2012: Univé Levert Beste Klantprestaties (en: Dutch Customer Performance Index 2012: Univé Delivers Best Customer Performance). *Tijdschrift voor Marketing*, 2(46), 25-29.

Reports for the Customer Insights Center

Next to this I have (co-)written six reports aimed at marketing practitioners for the Customer Insights Center of the University of Groningen (http://www.rug.nl/research/cic/). These reports are:

De Haan, Evert (2020). New Insights from Written Big Data: Text Mining for Marketing. *Rapport CIC*, 2020(02).

De Haan, Evert (2019). Marketing Attributie: Welk Kanaal Levert Hoeveel Toegevoegde Waarde? *Rapport CIC*, 2019(01).

De Haan, Evert (2015). Mobiele Marketing: Hoe Mobiele Apparaten de Rol van Marketing Veranderen. *Rapport CIC*, 2015(03).

De Haan, Evert, Thorsten Wiesel, & Peter C. Verhoef (2014). Customer Feedback Metrics: De Voorspellende Kracht van Klanttevredenheid, NPS en andere Metrics. *Rapport CIC*, 2014(01).

Wiesel, Thorsten, Evert de Haan, & Yi-Chun Ou (2012). Customer Performance Trends: Resultaten van Drie Jaar DCPI-Onderzoek. *Rapport CIC*, 2012(02).

Wiesel, Thorsten, Toon Alleman, Jelle T. Bouma, Marnix S. Bügel, Evert de Haan, Tryntsje Hoving-Wesselius, Linda Teunter, & Peter C. Verhoef (2011). Customer Performance Impact: Interessante Relaties tussen DCPI, NPS en omzet. *Rapport CIC*, 2011(02).

Other academic experiences, activities and services

I am member of the **Editorial Review Board** at the Journal of Business Research (JBR) since 2023. I furthermore serve as **ad-hoc reviewer** for:

- International Journal of Research in Marketing (IJRM), since 2016
- Journal of Marketing (JM), since 2019
- Journal of Interactive Marketing (JIM), since 2020
- Journal of Business Research (JBR), since 2020
- Electronic Commerce Research and Applications (ECRA), since 2020
- European Management Journal (EMJ), since 2022
- Journal of Marketing Research (JMR), since 2022
- Journal of Retailing (JR), since 2023
- Journal of Retailing and Consumer Services (JRCS), since 2024

Guest Editor of the special issue on "Digital Knowledge Engineering for Strategy Development" for the **Journal of Business Research**, 2022-2024. https://www.journals.elsevier.com/journal-of-business-research/call-for-papers/digital-knowledge-engineering-for-strategy-development

10/2022: **Visiting Scholar, University of Zaragoza**, started up a new research project with Lily (Xuehui) Gao, Iguácel Melero Polo, and F. Javier Sese.

Co-organizer of the **Though Leadership Conference** on **"Digital Knowledge Engineering for Strategy Development"** in Groningen, April 7-8 2022.

Co-organizer of the **Young European Scholars** (YES) marketing conference in Groningen, August 16 2021 (online) and August 29-30 2022 (physical).

Hiring committee lecture in marketing for the **Vietnamese-German University**, 2022.

Thesis **reviewer** for the **AACSB-NVAO accreditation** of the **University of Maastricht**, 2022.

2021 to 2024: Member of the **committee of recommendation** of the **MARUG conference**.

Since 2020: **Member** of the **supervisory board** of the **Customer Insights Center** (CIC) of the University of Groningen.

Since 2019: **Research Fellow** of the School of Economics and Business (**SOM**), the research school of the Faculty of Economics and Business of the University of Groningen. Fellowship is based on having a sufficient amount of recent scientific output.

Co-founder (together with Lara Lobschat) and **chair** of the **"Digital Marketing" EMAC Special Interest Group** (SIG) in 2019 and **co-organizer** of this Special Interest Group at the EMAC conference since 2019. More information on www.sig-digitalmarketing.eu.

03/2014 – 04/2014: **Visiting Scholar, University of Maryland (prof. dr. P. K. Kannan)**, written a proposal for an MSI research grant together with P. K. Kannan and started up a new research project.

Awards and nominations

Finalist for the **MOAward 2022** in the category "Insights Scientist of the year 2022".

Finalist for the "**Best Practices in Teaching & Learning**" award (**2020-2021**) of the Faculty of Economics and Business.

Second place in the **teaching evaluation** of the **summer semester 2019** for my master course "Digital Marketing" at the Goethe University Frankfurt.

Finalist within the Marketing Group for the **VHB Best Paper Award 2019**.

First place in the **teaching evaluation** of the **summer semester 2018** for my master course "Digital Marketing" at the Goethe University Frankfurt.

Finalist **Sturm & Drang-Preis 2018** for best publication by a junior scholar at the faculty of Economics and Business of the Goethe University Frankfurt.

Winner of the **SOM Best PhD Dissertation Award 2016**, for the best PhD dissertation from the faculty of Economics and Business of the University of Groningen.

Finalist for the **Wierenga-Rengerink PhD Prize 2016**, for the best PhD dissertation from the University of Groningen.

Finalist for the **IJRM Best Paper Award 2015**.

Finalist for the **MOAward 2014** in the category "Wetenschapsprijs van het Jaar" (en: "Science Prize of the Year").

Runner up for the **Leeflang Thesis Award 2011** for my master thesis on the link between online search behavior for information about movies and the movies' box office revenue.

Grants

2016-2019: Awarded a total of seven times (1 time in 2016, 2 times each in 2017, 2018, and 2019, each time €1,000, totaling **€7,000**) funding by the Faculty of Economics and Business

from the Goethe University Frankfurt ("**Forschungstopf**") for conference visits and research projects.

06/2014: Awarded an **MSI research grant** of **$10,000** for the project "The Role of Mobile Devices in the Online Customer Journey" (together with P. K. Kannan, Peter C. Verhoef and Thorsten Wiesel).

2012: Research project with a member of the **Customer Insights Center**, consisting out of multiple datasets plus **€25,000.**

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Teaching

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I (co-)teach (and for the first three courses also coordinate) the following courses at the **University of Groningen**:

- Data Science Methods for MADS (master level, 2021/2022 – 2023/2024)
- Managing Customer Experience and Value* (master level, 2019/2020 – 2023/2024)
  (*This course was named "Customer Management" until 2022/2023)
- Digital Marketing Analytics (bachelor level, 2019/2020 – 2023/2024)
- Marketing Theory (research master/PhD level, 2019/2020 - 2023/2024)
- Accounting Information Systems & Risk Management (executive master level, 2019/2020 – 2023/2024)
- Marketing Research Methods (master level, 2020/2021)

Next to this I supervise bachelor- and master theses and am involved in executive teaching.

All course evaluations of courses I have coordinated and/or taught at the **University of Groningen** can be found below (evaluated on a 1-5 scale, with a 5.0 being the best possible evaluation).

Course	Level	Block	Course score*	Teacher Score
Managing Cust. Exp. and Value	Master	2.1 23/24	4.6	5.0
Data Science Methods for MADS	Master	1.2 23/24	4.7	4.9
Digital Marketing Analytics	Bachelor	1.2 23/24	4.3	4.4
Master thesis – ReMa	Master	22/23	-	4.0
Master thesis – Marketing	Master	22/23	-	5.0
Marketing Theory	Master/PhD	2.2 22/23	-	5.0
Customer Management	Master	2.1 22/23	4.4	4.6
Data Science Methods for MADS	Master	1.2 22/23	4.8	5.0
Digital Marketing Analytics	Bachelor	1.2 22/23	4.4	4.4
Master thesis – Marketing	Master	21/22	-	5.0
Marketing Theory	Master/PhD	2.2 21/22	-	5.0
Customer Management	Master	2.1 21/22	4.4	4.8
Data Science Methods for MADS	Master	1.2 21/22	4.3	4.8

Digital Marketing Analytics	Bachelor	1.2 21/22	4.4	4.7
Master thesis – ReMa	Master	20/21	-	5.0
Master thesis – Marketing	Master	20/21	-	4.8
Master thesis – Econometrics	Master	20/21	-	4.6
Marketing Theory	Master/PhD	2.2 20/21	-	5.0
Customer Management	Master	2.1 20/21	4.3	4.7
Digital Marketing Analytics	Bachelor	1.2 20/21	4.4	4.7
Marketing Research Methods	Master	1.1 20/21	-	4.7
Marketing Theory	Master/PhD	2.2 19/20	-	4.9
Customer Management	Master	2.1 19/20	4.4	4.4
Digital Marketing Analytics	Bachelor	1.2 19/20	4.5	4.6

*Only provided for the courses I have coordinated

I have taught and (co-)coordinated the following courses at the **Goethe University Frankfurt**:

- Analytics in Customer Value Management (master level, 2017/2018 - 2018/2019)
- Advanced Marketing Management I (PhD/MSQ level, 2017/2018 - 2018/2019)
- Marketing Accountability (bachelor level, 2015/2016 - 2018/2019)
- Digital Marketing (master level, 2015/2016 - 2018/2019)
- Research in Online Marketing I and II (PhD/MSQ level, 2015/2016)

Next to this I have taught in bachelor- and master seminars and have supervised bachelor- and master theses.

All course evaluations at the **Goethe University Frankfurt** can be found below (evaluated on a 1-6 scale, with a 6.0 being the best possible evaluation).

Course	Level	Semester*	Score
Digital Marketing***	Master	SuSe 19	5.3
Marketing Accountability	Bachelor	SuSe 19	5.0
Analytics in Customer Value Management	Master	WiSe 18/19	5.4
Digital Marketing**	Master	SuSe 18	5.5
Marketing Accountability	Bachelor	SuSe 18	5.3
Unstructured Data in Marketing	Master	WiSe 17/18	5.53
Advanced Management and Marketing 1	MSQ/PhD	WiSe 17/18	5.44
Analytics in Customer Value Management	Master	WiSe 17/18	5.21
Digital Marketing	Master	SuSe 17	5.11
Marketing Accountability	Bachelor	WiSe 16/17	5.17
Pricing-, Customer- and Online Decision Making	Bachelor	SuSe 16	5.08
Digital Marketing	Master	SuSe 16	5.04
Marketing Accountability	Bachelor	WiSe 15/16	5.12

*WiSe = Winter Semester, SuSe = Summer Semester
**Best evaluated large (≥30 students) master course of the semester at the faculty
***Second best evaluated large (≥30 students) master course of the semester at the faculty

I have taught Marketing 2 (bachelor level) four times at the **Vietnamese German University (VGU)** (located in Binh Duong, Vietnam) between 2019 and 2022.

I was involved in the following courses at the **University of Groningen** during my PhD:

- Digital Marketing (bachelor level, 2014/2015)
- Marktcontext en Marktonderzoek (en: Market Context and Market Research) (bachelor level, 2013/2014 and 2014/2015)
- Research Paper for Pre-MSc Marketing (pre-master level, 2013/2014)
- Marketing II BE (bachelor level, 2011/2012 and 2012/2013)
- Business Research Methods BE/FE/A&C (bachelor level, 2011/2012 and 2012/2013)
- Marketing I BE/FE/A&C (bachelor level, 2011/2012)

PhD Supervision (co-supervisor or committee member)

I am currently co-supervising:

Tan, Kai (in progress, University of Groningen). Co-supervisor, with Prof. Dr. Jaap E. Wieringa and Prof. Dr. Jochen Hartmann (University of Munich). November 2022 – present.

Ge, Ruichen (in progress, University of Groningen). Co-supervisor, with Prof. Dr. Peter C. Verhoef. November 2022 – present.

Huisman, Hester (in progress, University of Groningen). Co-supervisor, with Prof. Dr. Jaap E. Wieringa and Prof. Dr. Machiel Mulder. September 2021 – present.

I have co-supervised

Peeperkorn, Piet (University of Groningen). Co-supervisor, with Prof. Dr. Peter C. Verhoef and Prof. Dr. Jaap E. Wieringa. November 2019 – May 2022 (stopped).

I have been in the reading committee of:

Ponte, Gilian (2023, University of Groningen). Title: tba. Internal reading committee.

Hars, Roelof (2023, University of Groningen). Title: Drivers and Dynamics: Managing customer relationships in data-rich environments. Internal reading committee.

Hirche, Christian (2021, University of Groningen). Product Returns in Online- and Omni-channel Retailing. Internal reading committee.

Gao, Lily (2021, University of Zaragoza). Customer Experience Management: Expanding our Understanding of the Drivers and Consequences of the Customer Experience. External examiner.

Harms, Bianca (2021, University of Groningen). Native Advertising: Effective, Deceptive, or Both? Internal reading committee.

Lesscher, Lisan (2021, University of Groningen). When Online Meets Offline: Research in Omni-Channel Marketing. Internal reading committee.

I have been in the defense committee of:

Hars, Roelof (2024, University of Groningen). Drivers and Dynamics: Managing customer relationships in data-rich environments. Internal reading committee. Committee member.

Hu, Jinping (2021, Goethe University Frankfurt). Uplift Modeling in Marketing. Committee member (third evaluator).

Maleki, Elham (2018, Goethe University Frankfurt). Watch Where They're Looking: Competition and Advertising in the Attention Economy. Committee member (second evaluator).

Kosyakova, Tetyana (2017, Goethe University Frankfurt). Essays on Discrete Choice and Bayesian Modeling in Marketing. Committee member (fourth evaluator).

Marc Heise (2017, Goethe University Frankfurt). Real-Time Bidding in Online Advertising. Committee member (fourth evaluator).

Conference proceedings (in all cases served as presenting author)

2024

Tan, Xiongkai, Evert de Haan, Jochen Hartmann, Jaap E. Wieringa. The Impact of Ad Creativity on Ad Effectiveness: How Advertising Consistency and Uniqueness Drive Sales. *53rd EMAC Conference*, Bucharest (Romania).

Tan, Xiongkai, Evert de Haan, Jochen Hartmann, Jaap E. Wieringa. The Impact of Ad Creativity on Ad Effectiveness: How Advertising Consistency and Uniqueness Drive Sales. 14th Annual *Theory + Practice of Marketing Conference*, Austin (TX).

2023

De Haan, Evert, Lily (Xuehui) Gao, Iguácel Melero Polo, & F. Javier Sese. Social Insights Through Text Mining: Investigating How Book Promotion On Online Reading Communities Improves Literacy. *45th ISMS Marketing Science Conference*, Miami (FL).

De Haan, Evert, Lily (Xuehui) Gao, Iguácel Melero Polo, & F. Javier Sese. Social Insights Through Text Mining: Investigating How Book Promotion On Online Reading Communities Improves Literacy. *52nd EMAC Conference*, Odense (Denmark).

2022:

De Haan, Evert. Satisfaction Surveys or Online Sentiment: Which One Best Predicts Firm Performance? *51st EMAC Conference*, Budapest (Hungary).

2021:

De Haan, Evert. The Drivers and Consequences of Ad Blocking: A Self-Filtering Mechanism that Increases Ad Effectiveness. *50th EMAC Conference*, Madrid (Spain / online).

2020:

Laub, Rene, Evert de Haan, & Bernd Skiera. Utilizing Mobile Browsing Behavior to Predict Store Visit and Customer Journey Progression. *Marketing Analytics Symposium Sydney*, Sydney (Australia).

2019:

De Haan, Evert. Satisfaction Surveys or Online Sentiment: Which One Best Predicts Firm Performance? *41st ISMS Marketing Science Conferenc*e, Rome (Italy).

Laub, Rene & Evert de Haan. Utilizing Physical Location Data to Better Understand Online Customer Journeys. *Marketing Effectiveness Along the Customer Journey and Multichannel Management*, Bologna (Italy).

De Haan, Evert. Satisfaction Surveys or Online Sentiment: Which One Best Predicts Firm Performance? *49th EMAC Conference*, Hamburg (Germany).

2018:

De Haan, Evert & Elena Menichelli. The Incremental Value of Unstructured Data in Predicting Customer Retention. *40th ISMS Marketing Science Conferenc*e, Philadelphia (PA).

Försch, Steffen & Evert de Haan. The Drivers of the Optimal Targeting Strategy: Choosing the Frequency and Spacing of Online Display Ads. *48th EMAC Conference*, Glasgow (The United Kingdom).

De Haan, Evert & Elena Menichelli. The Incremental Value of Unstructured Data in Predicting Customer Retention. *8th Theory + Practice in Marketing Conference*, Los Angeles (CA).

2017:

De Haan, Evert. The Drivers and Consequences of Ad Blocking. *39th ISMS Marketing Science Conferenc*e, Los Angeles (CA).

De Haan, Evert & Elena Menichelli. The Incremental Value of Unstructured Data in Predicting Customer Retention. *47th EMAC Conference*, Groningen (The Netherlands).

2016:

De Haan, Evert, P. K. Kannan, Peter C. Verhoef, & Thorsten Wiesel. The Role of Mobile Devices in the Online Customer Journey. *38th ISMS Marketing Science Conferenc*e, Shanghai (China).

De Haan, Evert, P. K. Kannan, Peter C. Verhoef, & Thorsten Wiesel. The Role of Mobile Devices in the Online Customer Journey. *2016 Greater-China Conference on Mobile Big Data Marketing*, Hong Kong.

2015:

De Haan, Evert, P. K. Kannan, Peter C. Verhoef, & Thorsten Wiesel. The Role of Mobile Devices in the Online Customer Journey. *37th ISMS Marketing Science Conferenc*e, Baltimore (MD).

De Haan, Evert, P. K. Kannan, Peter C. Verhoef, & Thorsten Wiesel. The Role of Mobile Devices in the Online Customer Journey. *5th Theory + Practice in Marketing Conference*, Atlanta (GA).

De Haan, Evert, Thorsten Wiesel, & Koen Pauwels. Effectiveness of Different Forms of Online Advertising for Purchase Conversion in a Multiple Channel Attribution Framework. *45th EMAC Conference*, Leuven (Belgium).

De Haan, Evert, P. K. Kannan, Peter C. Verhoef, & Thorsten Wiesel. The Role of Mobile Devices in the Online Customer Journey. *Symposium on Mobile Targeting, Big Data, and Digital Social Media Marketing*, Munich (Germany).

2013:

De Haan, Evert, Peter C. Verhoef, & Thorsten Wiesel. There Is No Single Best Measure of Your Customers. *35th ISMS Marketing Science Conference*, Istanbul (Turkey).

2012:

De Haan, Evert, Thorsten Wiesel, & Koen Pauwels. Effective Customer-Initiated versus Firm-Initiated Touchpoints. *34th ISMS Marketing Science Conference*, Boston (MA).

De Haan, Evert. Marketing Attribution: Quantifying the On- and Offline Advertising Budget's Impact. *25th EMAC Doctoral Colloquium*, Lisbon (Portugal).

Invited talks

University of Zaragoza (Zaragoza, Spain), 28 October 2022, seminar talk.

MARUG conference (Groningen, the Netherlands), 17 February 2020, keynote.

Warwick Business School (Coventry, UK), 29 January 2020, seminar talk.

University of Mannheim (Mannheim, Germany), 26 September 2019, seminar talk.

Media exposure

Contagious (19-09-2023), British Magazine and Website. https://www.contagious.com/news-and-views/strategists-digest-can-ad-blockers-be-good-for-brands.

CBS News (02-11-2022), US News Site (paper reference, based on a short interview). https://www.cbsnews.com/news/best-way-to-book-travel/.

De Morgen (23-02-2022 print, 22-02-2022 online), Belgian newspaper interview. https://www.demorgen.be/es-b578a408.

De Volkskrant (19-02-2022 print, 18-02-2022 online), Dutch newspaper interview. https://www.volkskrant.nl/cs-b578a408.

Radar (AVROTROS, NPO1) (20-01-2020), Dutch television interview. https://radar.avrotros.nl/uitzendingen/gemist/item/gamma-en-karwei-houden-klagers-aan-het-lijntje/.

Business News Radio (12-09-2018), Dutch radio interview.

Marketing przy Kawie (02-07-2018), Polish marketing weblog interview. https://marketingprzykawie.pl/artykuly/net-promoter-score-sens-wskaznik-marketingowy-majacy-widocznych-zalet-jedna-ukryta-wade.

Absatzwirtschaft (October 2017), German marketing magazine interview.

Business News Radio (25-01-2015), Dutch radio interview. https://www.bnr.nl/radio/bnr-spitsuur/wetenschap-vandaag/10001171/wat-is-de-beste-marketing.

Consulting

I have done research projects and/or consulting for:

- Achmea (Insurance company)
- Commerzbank (Bank)
- Customer Insights Center (part of the University of Groningen)
- Deutsche Telekom (Telecom company)
- DPG Media (Media group)
- ING-DiBa (Bank)
- KLM (Royal Dutch Airlines)
- Nielsen (Research agency)
- Staatsloterij (Dutch national lottery)
- Telenor (Telecom company)
- Wehkamp.nl (Online retailer)