

CURRICULUM VITAE PROF. DR. J.E. WIERINGA

Personal details

Last name:	Wieringa
First name:	Jaap
Date of birth:	March 30 th , 1970
Marital Status:	Married, five children
Birthplace:	Leens, The Netherlands
Citizenship:	Dutch
Address (private)	De Snik 40 NL-9974 NE Zoutkamp The Netherlands
Address (work)	Department of Marketing Faculty of Economics and Business University of Groningen Postbox 800 NL-9700 AV Groningen The Netherlands
Telephone (private)	+31 595 402939
Telephone (work)	+31 50 363 7093
Telefax (work)	+31 50 363 2341
Email	J.E.Wieringa@rug.nl

Education

Jul. 1994 – Feb. 1999	Ph. D in Economics, University of Groningen, The Netherlands
Sept. 1988 – Jun. 1994	Masters in econometrics, University of Groningen

Academic Employment

Nov. 2011 – now	Full professor of Research Methods in Business, University of Groningen
Nov. 2013 – now	Visiting professor in Marketing, Exeter University
April 2011 – Oct. 2013	Visiting professor in Marketing, University of Loughborough
Jan 2008 – Nov. 2011	Associate professor in Marketing, University of Groningen
Jan 2001 – Jan. 2008	Assistant professor in Marketing, University of Groningen
Jul. 1998 – Jan. 2001	Senior consultant and researcher at the Institute for Business and Industrial Statistics (IBIS UvA BV), a company within the University of Amsterdam (department of Mathematics). During this period I was involved in implementing statistical quality control programs (mainly Six Sigma and SPC) at several large international companies.
Jul. 1994 – Jul. 1998	Ph.D. student at the department of Econometrics, University of Groningen, Title research project: “Statistical Process Monitoring with Correlated Observations”.
Mar. 1993 – Dec. 1993	Research assistant of dr. G. Sierksma, department of Econometrics, University of Groningen.
Sept. 1992 – Apr. 1993	Teaching assistant at the Faculty of Economics, University of Groningen.

Publications

- Wieringa, J. E. (1997), “The Case of Tin-plating of Surface Mounted Glass Diodes”, SOM Research Report 97A18, University of Groningen.
- Wieringa, J. E. (1998), “Control Charts for Monitoring the Mean of AR(1) Data”, SOM Research Report 98A09, University of Groningen.
- Wieringa, J. E. (1998), “Control Charts for Monitoring the Mean of AR(1) Data”, Transaction Proceedings of the 54th Annual Rochester Quality Conference, ASQ.
- Wieringa, J. E. (1999), “Statistical Process Control for Serially Correlated Data”, Ph.D. thesis University of Groningen.
- Wieringa, J. E. (1999), “Control Charts for Autocorrelated Data”, Transactions of the First International Symposium on Industrial Statistics.
- Does, R.J.M.M., E.R. van den Heuvel, J. de Mast & J.E. Wieringa (2000), “Experiences with quantitative quality programs in industry”, Proceedings of the 44th Annual EOQ Congress, Volume S, P. Molnr & F. Boross (eds), HNC for EOQ, Budapest, 98–105.

- Wieringa, J.E. (2000), “Cost-optimal Replenishment of Chemical Baths: an Application of Linear programming”, *Journal of Chemometrics* 14(1), 1—13 .
- Horváth, C., P.S.H. Leeflang, J.E. Wieringa, and D.R. Wittink (2002) “Dynamic analysis of a marketing system based on aggregated and pooled store data”, SOM Research Report 02F73.
- Horváth, C. and J.E. Wieringa (2003), “Combining Time Series and Cross Sectional Data for the Analysis of Dynamic Marketing Systems”, SOM Research Report 03F13.
- Trip, A. & J.E. Wieringa (2003), “Individuals Charts and Additional Tests for Changes in Spread”, SOM Research Report 03F33.
- Wieringa, J.E., P.S.H. Leeflang, D.R. Wittink and E. Ruiz Conde (2004) “Longitudinal and cross-sectional effects of marketing instruments on diffusion of pharmaceuticals”, Proceedings EMAC-Conference 2004, Murcia.
- Wieringa, J.E. and C. Horváth (2005), “Computing level-impulse responses of log-specified VAR Systems”, *International Journal of Forecasting* 21, 279—289.
- Manchanda, P., D.R. Wittink, A. Ching, P. Cleanthous, M. Ding, X. Dong, P.S.H. Leeflang, S. Misra, N. Mizik, S. Narayanan, T. Steenburgh, J.E. Wieringa, M. Wosínska, Y. Xie (2005) “Understanding Firm, Physician and Consumer Choice Behavior in the Pharmaceutical Industry”, *Marketing Letters* 16(3), 293—308.
- Mol, P.G.M., J.E. Wieringa, P.V. Nannan Panday, R.O.B. Gans, J.E. Degener, M. Laseur, F.M. Haaijer-Ruskamp (2005) “Improving compliance with hospital antibiotic guidelines: a time-series intervention analysis”, *Journal of Antimicrobial Chemotherapy* 55, 550—557.
- Horváth, C., P.S.H. Leeflang, J.E. Wieringa, and D.R. Wittink (2005), “Competitive Reaction and Feedback Effects Based on VARX Models of Pooled Store Data”, *International Journal of Research in Marketing* 22, 415—426.
- Trip, A. and J.E. Wieringa (2006), “Individuals Charts and Additional Tests for Changes in Spread”, *Quality & Reliability Engineering International* 22, 239—249.
- Ruiz Conde, E., P.S.H. Leeflang and J.E. Wieringa, (2006), “Marketing Variables in Macro-Level Diffusion Models”, *Journal für Betriebswirtschaft* 56, 155—183.
- Wieringa, J.E. and P.C. Verhoef (2007), “Understanding Customer Switching Behavior in a Liberalizing Service Market: An Exploratory Study”, *Journal of Service Research*, 10 (2), 174—186 .
- Horváth, C. and J.E. Wieringa (2008), “Pooling data for the analysis of dynamic marketing systems”, *Statistica Neerlandica*, 62(2), 208—229.
- Kremer, S. T. M., T. H. A. Bijmolt, P. S. H. Leeflang & J. E. Wieringa (2008), “Generalizations on the Effectiveness of Pharmaceutical Promotional Expenditures”, *International Journal of Research in Marketing*, 25, 234—246.

- Leeflang, P.S.H., T.H.A. Bijmolt, J. van Doorn, D.M. Hanssens, H.J. van Heerde, P.C. Verhoef & J.E. Wieringa (2009), "Creating Lift versus Building the Base: Current Trends in Marketing Dynamics", *International Journal of Research in Marketing*, 26, 13—20. [nominated for the best paper published in IJRM in 2009]
- Talke, K.S.S., S. Salomo, J.E. Wieringa & A. Lutz (2009) "What about Design Newness? Investigating the Relevance of a Neglected Dimension of Product Innovativeness", *Journal of Product Innovation Management*, 26, 601—615. [Winner of: (1) the Thomas P. Hustad Award for the best paper published in Journal of Product Innovation Management in 2009, and (2) the Jürgen Hauschildt Best Paper Award 2010 by the German Academic Association for Business Research (VHB) (3) First runner up for the Theo Schöller Preis 2010 (Munich Best Paper Award in Innovation Management)]
- J.E. Wieringa, Gower, J., G. Dijksterhuis & F. Perlo-ten Kleij (2009), "Generalised Procrustes Analysis with optimal scaling: Exploring data from a power supplier", *Computational Statistics & Data Analysis*, 53, 4546—4554.
- Osinga, E.C., P.S.H. Leeflang & J.E. Wieringa (2010), "Early Marketing Matters: A Time-Varying Parameter Approach to Persistence Modeling", *Journal of Marketing Research*, 47 (February), 173—185.
- Leeflang, P.S.H. & J.E. Wieringa (2010), "Modeling the Effects of Pharmaceutical Marketing", *Marketing Letters*, 21(2), 121—133.
- Leeflang, P.S.H. & J.E. Wieringa (2010), "Effects of Pharmaceutical Marketing: A Re-analysis of the study by Windmeijer et al.", *Medium Econometrische Toepassingen*, 17(4), 24—30.
- Osinga, E.C., P.S.H. Leeflang, S. Srinivasan & J.E. Wieringa (2011), "The Effects of Pharmaceutical Direct-to-Consumer Advertising: A Shareholder's Perspective", *Journal of Marketing*, 75(1), 109—124.
- Turkensteen, M., G. Sierksma, & J.E. Wieringa (2011), "Balancing the Fit and Logistics Costs of Segments", *European Journal of Operations Research*, 213(1), 340-348.
- Wieringa, J.E., Verhoef, P.C. & Hoekstra, J.C. (eds.) (2011), "Liber Amicorum in Honor of Peter Leeflang", University of Groningen.
- Wieringa, J.E., Osinga, E.C., Reber, K.R. & Kremer, S.T.M. (2011), "How Pharmaceutical Promotion Works" in: Wieringa, J.E., Verhoef, P.C. & Hoekstra, J.C. (eds.), "Liber Amicorum in Honor of Peter Leeflang", University of Groningen, 225-236.
- Piening, S., Reber, K.C., Wieringa, J.E., Straus, S.M.J.M., de Graeff, P.A., Haaijer-Ruskamp, F.M., Mol, P.G.M. (2012), "Impact of Safety-Related Regulatory Action on Drug Use in Ambulatory Care in The Netherlands", *Clinical pharmacology & Therapeutics*, 91(5), 838-845.

- Wieringa, W.G., Wieringa, J.E., ten Dam-van Loon, N.H., Los, L.I. (2013) Visual Outcome, Treatment Results and Prognostic Factors in Patients with Scleritis, *Ophthalmology*, 120(2):379-386.
- Wieringa, J.E. and P.S.H. Leeflang (2013), Modelling the Effects of Promotion Expenditures on Sales of Pharmaceuticals, *Applied Economics*, 45, 3389–3399.
- Reber, K.C., Piening, S., Wieringa, J.E., Straus, S.M.J.M., Raine, J.M., de Graeff, P.A., Haaijer-Ruskamp, F.M., Mol, P.G.M. (2013) When Direct Healthcare Professional Communications have an impact on inappropriate and unsafe use of medicines. A retrospective analysis of determinants of impact of safety warnings, *Clinical pharmacology & Therapeutics*, 93(4), 360-365.
- Wieringa, J.E., Osinga, E.C., Ruiz Conde, E., Leeflang, P.S.H. & Stern, P. (2014), "Modeling the Effects of Promotional Efforts on Aggregate Pharmaceutical Demand: What We Know and Challenges for the Future", "Innovation and Marketing in Pharmaceutical Industry: Emerging Practices, Research and Policies", Ding, M., Eliashberg, J. & Stremersch, S.(eds). Springer.
- Pechlivanoglou, P., Wieringa, J. E., de Jager, T., & Postma, M.J. (2014). The effect of financial and educational incentives on rational prescribing: A state-space approach. *Health Economics*, 24, 439-453.
- Ruiz Conde, E., Wieringa, J., & Leeflang, P. (2014). Competitive diffusion of new prescription drugs: The role of pharmaceutical marketing investment. *Technological Forecasting and Social Change*, 88, 49-63
- Wieringa, J., Reber, K., & Leeflang, P. (2015). Improving pharmacy store performance: the merits of over-the-counter drugs. *European Journal of Marketing*, 49(7/8), 1276-1299.
- Holtrop, N., Wieringa, J. E., Gijsenberg, M. J., & Verhoef, P. C. (2017) No Future Without the Past? Predicting Churn in the Face of Customer Privacy. *International Journal of Research in Marketing*, 34(1), 154-172.
- Müller, S., Talke, K.S.S. & Wieringa, J.E. (2017) A Matter of Perspective: Design Newness and its Performance Effects, *International Journal of Research in Marketing*, 34(2), 399-413.

Books

- R.J.M.M. Does, E.R. van den Heuvel, J. de Mast, W. Schippers, A. Trip & J.E. Wieringa (2001), "Zes Sigma zakelijk verbeterd", Samson/Kluwer, Alphen a/d Rijn. (in Dutch)
- Leeflang, P., Wieringa, J.E., Bijmolt, T. & Pauwels, K. (2015). *Modeling Markets: Analyzing Marketing Phenomena and Improving Marketing Decision Making*. New York: Springer-Verlag.
- Leeflang, P., Bijmolt, T., Pauwels, K., & Wieringa, J. (2017). *Advanced Marketing Modeling*. New York: Springer-Verlag.

Publications in Dutch

- J. E. Wieringa (2000), “Regelkaarten voor gecorreleerde data: een SPC-valkuil”, *Sigma*.
- Wieringa, J.E. (2003), “VAR modellen en Marketing”, *Medium Econometrische Toepassingen*, Vol 10 (4), pp. 12—15.
- Leeflang, P.S.H., J.E.Wieringa, M. Woltil, H. de Weerd and D.R. Wittink (2004) “Onderzoek naar de effecten van marketinginspanningen op de afleverhoeveelheden van receptgeneesmiddelen”, SOM Report, University of Groningen.
- Leeflang, P.S.H., J.E.Wieringa, M. Woltil, and D.R. Wittink (2004), “De invloed van promotie en prijs op de afzet van geneesmiddelen.”, *Economisch Statistische Berichten*, jrg 89, nr. 4435, pp. 272—274.
- Leeflang, P.S.H., J.E.Wieringa, and D.R. Wittink (2005) “Medicijnen, Marketing en Modellen”, *Jaarboek van de Nederlandse Vereniging van Marktonderzoekers*, pp. 149—163.
- Leeflang, P.S.H. and J.E.Wieringa (2005) “Reageren op concurrenten”, *Tijdschrift voor Marketing*, December, pp. 34—35.
- Wieringa, J.E. (2005), “Reclame voor nieuwe geneesmiddelen is wél zinvol”, *Medifacts* 2005 (1), pp. 3.
- Boonstra, H.J., C.J. Versteeg and J.E. Wieringa, (2007), “Laat omzet niet aan het lot over!”, *Ontwikkelingen in het Marktonderzoek*, Jaarboek 2007, MarktOnderzoekAssociatie, pp. 135—151.
- Haanstra, G. & J.E. Wieringa (2010), “De impactvolle marketing analist”, *Ontwikkelingen in het Marktonderzoek*, Jaarboek 2010, MarktOnderzoekAssociatie, pp. 195—207.
- P.C. Verhoef & J.E. Wieringa (2011), “Churn - Welke klanten dreigen weg te lopen?”, *Rapport CIC-2011-01, RuGCIC*, Groningen.
- Wieringa, J. (2015). Big Data biedt kansen!. In A. E. Bronner (Ed.), *Ontwikkelingen in het marktonderzoek: Jaarboek MarktOnderzoekAssociatie*. (pp. 9-20). Haarlem: SpaarenHout.

Seminar talks and talks on international conferences

- “Quality Improvement of Tin/lead Layers of Diodes at Philips Stadskanaal”, presented at the Econometrics/Mathematics staff colloquium, University of Groningen (February 29th, 1996).
- “The Average Run Length of the EWMA Control Chart”, presented at the SOM Ph. D. Conference, University Groningen (October 9th, 1996).
- “A Modification of Residual Control Charts for Monitoring Serially Correlated Data for a Shift in the Mean”, presented at the SOM Ph. D. Conference, University Groningen (December 18th, 1997).

- “SPC en Gecorreleerde Waarnemingen: een Case-study”, presented at the Statistical Day, Utrecht, (March 24th, 1997).
- “Control Charts for Monitoring the Mean of AR(1) Data”, presented at the 54th Annual Rochester Quality Conference, Rochester (March 31st, 1998).
- “Control Charts for Autocorrelated Data”, presented at the First International Symposium on Industrial Statistics, Linköping, (August 20th, 1999).
- “Detecting process upsets using Shewhart-type control charts for individual measurements”, Presented at the “Industrial Statistics in Action 2000” Conference, Newcastle (September 9th, 2000).
- “Customized Bundling of Digital Information Goods: Heterogeneous Consumer Preferences for Individual Products and their Bundle Size”, presented at the Marketing Science Conference, Edmonton (June 2002).
- “The Effects of Marketing Expenditures on the Price Elasticity of Prescription Drugs, presented at Research Camp Groningen (September 2002)
- “Customized Bundling of Digital Information Goods”, presented at the Marketing Science Conference, Washington (June 2003)
- “The Effects of Pharmaceutical Marketing on Sales of Prescription Drugs in the Netherlands”, presented at the University of Leuven, Belgium (March 4th, 2004).
- “Longitudinal and cross-sectional effects of marketing instruments on diffusion of pharmaceuticals”, presented at the 33rd EMAC conference, Murcia, Spain (May 2004)
- “The Effects of Pharmaceutical Marketing on Sales of Prescription Drugs in the Netherlands”, presented at the Sixth CU-Boulder Invitational Choice Symposium (June 2004).
- “The Effects of Pharmaceutical Marketing on Sales of Prescription Drugs in the Netherlands”, presented at the Marketing Science Conference, Rotterdam (June 2004).
- “The Effects of Marketing on Demand for and Diffusion of Pharmaceutical Products”, presented at Erasmus University, Rotterdam (April 20th, 2005).
- “Modeling the Effects of Marketing Expenditures on the Components of a Diffusion Model for New Prescription Drugs” presented at the ANZMAC-EMAC, Milan (May 2005).
- “Modeling the Effects of Marketing Expenditures on the Components of a Diffusion Model for New Prescription Drugs” presented at the Marketing Science Conference, Atlanta (June 2005).
- “Modeling the Effects of Promotion Expenditures on the Sales of Pharmaceuticals” presented at the research camp on pharmaceutical marketing in Groningen (June 30th, 2005)
- “Balancing the Fit and the Logistics Costs of Market Segments”, presented at the Marketing Science Conference, Pittsburgh (June 2006).
- “The Persistency of Marketing Effects over the Brand’s Life Cycle”, presented at the University of Tilburg (September 6th, 2006).
- “State Space Modeling: An Application in Pharma-Marketing”, presented at the University of Alicante (February 19th, 2007).
- “The Persistency of Marketing Effects over the Brand’s Life Cycle”, presented at the Radboud University, Nijmegen (March 8th, 2007).
- “The mystery surrounding pharmaceutical DTC expenditures unraveled? DTC as a method for reducing systematic risk”, presented at the Marketing Science Conference (June 2007).
- “Pooling Time Series and Cross Sectional Data for the Analysis of Dynamic Marketing Systems”, presented at the Marketing Dynamics Conference (August 2007).
- “Het modelleren van churn” (in Dutch), presented at CIC seminar Churn Management, Leusden (May 7th, 2008).
- “Generalizations on the effectiveness of pharmaceutical promotional expenditures” presented at 2nd Biennial Conference on Enhancing Sales Force Productivity, Kiel (May 2008).

- “Modeling the Effects of Marketing Expenditures on the Components of a Diffusion Model for New Prescription Drugs”, presented at the Marketing Science Conference, Vancouver (June 2008).
- “Modeling the Effects of Marketing Expenditures on the Components of a Diffusion Model for New Prescription Drugs”, presented at a brown bag seminar at our department, (May 6th, 2009)
- “Comparing the Impact of Design Newness and Technical Newness On Sales Across The Product Lifecycle” (co-authored with K. Talke and S. Salomo). Paper presented by Katrin Talke at the EMAC conference, Nantes, France (May 2009)
- “Do Late Entrants Benefit from More Competition?” (co-authored with Enar Ruiz Conde). Paper presented by Enar Ruiz Conde at the EMAC conference, Nantes, France (May 2009).
- “A Functional Coefficient Model for Drugs Coming Off Patent” (co-authored with Ernst Osinga, Peter Leeflang, Prasad Naik). Paper presented by Ernst Osinga at the EMAC conference, Nantes, France (May 2009).
- “The Unique Role of Satisfaction, Recommendation, and Retention on the Pharmacy Market” (co-authored with Sara Kremer and Peter Leeflang). Paper presented at the Marketing Science Conference, Ann Arbor (June 2009).
- “Product Innovativeness and Sales Performance: How the Influence of Design Newness and Technical Newness differs across the Product Lifecycle” (co-authored with K. Talke and S. Salomo). Paper presented by Katrin Talke at the 2009 Summer Marketing Educators’ Conference (august 2009).
- “Drug utilization after insurance company decisions using time series analysis: The example of simvastatin” (co-authored with Petros Pechlivanoglou and Maarten Postma). Paper presented by Petros Pechlivanoglou at the International Society For Pharmacoeconomics and Outcomes Research, October 2009.
- “Latest developments in Dynamic Models”, presented at University of Barcelona, Spain (December 9th, 2009).
- “Stop the switch”, presented at Nima-Noord-Oost meeting for marketing executives (February 18th, 2010)
- “Why do some drugs succeed while their bio-equivalent counterparts fail?” (co-authored with Philip Stern). Paper presented at the EMAC conference, Copenhagen, Denmark (June 2010).
- “How Technical Newness Predicts Sales across the Product Lifecycle” (co-authored with Katrin Talke and Sören Salomo). Paper presented by Katrin Talke at the EMAC conference, Copenhagen, Denmark (June 2010).
- “Local Marketing of Over-the-Counter Drugs - A pharmacy perspective” (co-authored with Katrin Reber and Peter Leeflang). Paper presented by Katrin Reber at the EMAC conference, Copenhagen, Denmark (June 2010).
- “Why do some drugs succeed while their bio-equivalent counterparts fail?” (co-authored with Philip Stern). Paper presented at the Marketing Science conference, Cologne, Germany (June 2010).
- “How Technical Newness Predicts Sales across the Product Lifecycle” (co-authored with Katrin Talke and Sören Salomo). Paper presented at the Marketing Science conference, Cologne, Germany (June 2010).
- “Local Marketing of Over-the-Counter Drugs - A pharmacy perspective” (co-authored with Katrin Reber and Peter Leeflang). Paper presented by Katrin Reber at the Marketing Science conference, Cologne, Germany (June 2010).
- “Why do some drugs succeed while their bio-equivalent counterparts fail?” (co-authored with Philip Stern). Invited seminar at Loughborough School of Economics and Business, UK (November 2010).

- “Local Marketing of Over-the-Counter Drugs - A pharmacy perspective” (co-authored with Katrin Reber and Peter Leeflang). Paper presented by Katrin Reber at the Loughborough School of Economics, department of Marketing and Retailing, UK (November 2010).
- “How Generic Drugs Affect Brands Before and After Entry” (co-authored with Ernst Osinga and Peter Leeflang). Paper presented by Ernst Osinga at the EMAC conference, Ljubljana, Slovenia (May 2011).
- “Risk communication: Why are some DHPCs more effective?” (co-authored with Katrin Reber and Peter Leeflang). Paper presented by Katrin Reber at the EMAC conference, Ljubljana, Slovenia (May 2011).
- “Are “FDA-flagged” Marketing campaigns for pharmaceuticals more effective?” (co-authored with H el ene Moore and Thomas Otter). Paper presented by H el ene Moore at the EMAC conference, Ljubljana, Slovenia (May 2011).
- “How Generic Drugs Affect Brands Before and After Entry” (co-authored with Ernst Osinga and Peter Leeflang). Invited seminar at the Marketing and Consumer Behaviour Group, University of Wageningen (May 2011).
- “How Generic Drugs Affect Brands Before and After Entry” (co-authored with Ernst Osinga and Peter Leeflang), Paper presented at the Marketing Science conference, Houston, (June 2011).
- “Risk communication: Why are some DHPCs more effective?” (co-authored with Katrin Reber and Peter Leeflang). Paper presented by Katrin Reber at the Marketing Science conference, Houston, (June 2011).
- “Design Newness - A Matter Of Perspective” (co-authored with Sebastian M uller and Katrin Talke). Paper presented by Sebastian M uller at the EMAC conference, Lisbon (May 2012).
- “How, when and to whom should pharmaceuticals be promoted?” (co-authored with Katrin Reber, Peter Leeflang, and Philip Stern). Paper presented by Katrin Reber at the Marketing Science Conference, Boston (June 2012).
- “GMOK: A Generalized Mixture of Kalman Filters Model for Customer Churn Prediction” (co-authored with Niels Holtrop, Maarten Gijsenberg, and Peter Verhoef). Paper presented by Niels Holtrop at Marketing Dynamics Conference (August 2012, Tilburg).
- “GMOK: A Generalized Mixture of Kalman Filters Model for Customer Churn Prediction” (co-authored with Niels Holtrop, Maarten Gijsenberg, and Peter Verhoef). Paper presented at Cologne-Hamburg Marketing Camp (December 2012, Cologne).
- “Marketing new pharmaceuticals: which doctors should be detailed? And when?” (co-authored with Katrin Reber, Peter Leeflang and Philip Stern). Paper presented at the EMAC conference, Istanbul (June 2013).
- “The Path to Drug Choice: Paved with Promotion or Persistence?” (co-authored with Niels Holtrop, Maarten Gijsenberg and Philip Stern). Paper presented by Niels Holtrop at the Marketing Science conference, Istanbul (July 2013).
- “No Future Without the Past? Predicting Customer Churn with Limited Past Data” (co-authored with Niels Holtrop, Maarten Gijsenberg, and Peter Verhoef). Paper presented by Niels Holtrop at the Marketing Science conference, Atlanta (June 2014).
- “Competitive Reactions to Personal Selling: The Difference between Strategic and Tactical Actions” (co-authored with Niels Holtrop, Maarten Gijsenberg, and Philip Stern). Paper presented by Niels Holtrop at the Marketing Dynamics conference, Las Vegas (August 2014).
- “Competitive Reactions to Personal Selling: The Difference between Strategic and Tactical Actions” (co-authored with Niels Holtrop, Maarten Gijsenberg, and Philip Stern). Paper presented by Niels Holtrop at the EMAC conference, Leuven (May 2015).

- “Competitive Reactions to Personal Selling: The Difference between Strategic and Tactical Actions” (co-authored with Niels Holtrop, Maarten Gijsenberg, and Philip Stern). Paper presented by Niels Holtrop at the Marketing Science conference, Baltimore (June 2015).
- “Research Driven Education: Some experiences from the field”, presented at the department head forum at the EMAC conference, Oslo (May 2016).
- “Shopper behaviour under the microscope: understanding the relationships between shoppers’ in-store physical activities and purchase decisions” (co-authored with Julien Schmitt, Peter Leeflang and Kristina Schmidt). Paper presented by Julien Schmitt at the EMAC conference, Oslo (May 2016).
- “Privacy Calculus: Developing a scale to predict when consumers are willing to disclose personal information” (co-authored with Frank T. Beke, Felix Eggers & Peter Verhoef). Paper presented by Frank Beke at the EMAC conference, Oslo (May 2016)
- “No Future Without the Past? Predicting Customer Churn in the face of customer privacy” (co-authored with Niels Holtrop, Maarten Gijsenberg, and Peter Verhoef). Paper presented by Niels Holtrop at the EMAC conference, Oslo (May 2016)
- “How important is the favourite brand?” (co-authored with Magda Nenycz-Thiel and Philip Stern). Paper presented by Magda Nenycz-Thiel at the EMAC conference, Oslo (May 2016)
- “Tracking customer purchase behaviour using control charts” (co-authored with Niels Holtrop and Faas Broersma). Paper presented by Niels Holtrop at the EMAC conference, Oslo (May 2016)
- “Competitive Reactions to Personal Selling” (co-authored with Niels Holtrop, Maarten Gijsenberg, and Philip Stern). Paper presented at the Marketing Science conference, Shanghai (June 2016).
- “Privacy Calculus: Developing a scale to predict when consumers are willing to disclose personal information” (co-authored with Frank T. Beke, Felix Eggers & Peter Verhoef). Paper presented by Frank Beke at the Marketing Science conference, Shanghai (June 2016).
- “Generalizations on the Drivers of Customer Churn: A Meta-Analysis” (co-authored with Roelof Hars, Arjen Onrust & Hans Risselada). Paper presented by Roelof Hars at the Marketing Science conference, Los Angeles (June 2017).
- “Branded Drugs Marketing Support Around Nonequivalent Generic Entry” (co-authored with Ernst C. Osinga & P.S.H. Leeflang). Paper presented at the Marketing Science conference, Los Angeles (June 2017).
- “Asymmetric Advertising Response” (co-authored with Maarten Gijsenberg & Julien Schmitt). Paper presented by Maarten Gijsenberg at the Marketing Science conference, Los Angeles (June 2017).

Teaching Experience

I have taught at several institutes, but mostly at the University of Groningen and at the University of Amsterdam.

Next to that, I have taught at the following institutions:

UCLA

NOBEM (Ph. D. course)

EIASM (Ph. D. course)

University of Alicante (Ph. D. course)

Customer Insights Center (Executive teaching, Multi-company training)

University of Barcelona (Ph. D. Course)
Technical University Berlin (Ph. D. course)
Luiss Carli, Rome
Ruhr-Universität Bochum (Ph. D. course)

I am currently coordinating the research master course on Data Science Methods in Groningen and I also coordinate the course on Advanced Marketing Models and the course on Measurement Models in Marketing as a staff member of EIASM, Brussels, Belgium.

Courses taught:

Marketing:

Marketing Model Building

Market Models

Advanced Marketing Models

Advanced Market Research

Advanced Marketing Response Models

Advanced Customer Choice Modelling

Introductory Marketing courses

Logistics and Retail Management

CIC executive teaching course Marketing Analytics (principal teacher)

CIC executive teaching course Data Science (principal teacher)

Executive course on Marketing Analytics in Health

Data Science and Marketing Analytics

Data Science Methods (Research Master course)

Industrial Statistics:

Statistical Quality Control

Six Sigma Course: Green Belt Training

Six Sigma Course: Black Belt Training

Six Sigma Course: Master Black Belt Training

Six Sigma Course: Champions Training

Operations Research I

Business Experience

Nefarma
Nauta Dutilh
Food Services Insight
General Electric
Hollandsche Signaal Apparaten
Ramaer Connection Technology
Douwe Egberts Nederland BV
DAF Trucks N.V.
Nemef B.V.
Philips Semiconductors
Industriebond FNV (a Dutch union)
Regionaal Ziekenfonds Groningen (Health insurer)
Royal Tropical Institute
AGIS
Achmea
Essent
Univé
Unigarant
Gasunie
Wehkamp
Loyalty Management NL (Airmiles)
Albert Heijn
Friesland Bank
Aegon
Zilveren Kruis/Achmea
UVIT
Centraal Beheer/Achmea
De Amersfoortse
Nederlandse Spoorwegen
NIMA
KLM
T-mobile
V&D
Nationale Nederlanden
Oxxio
Telefoongids
Laser Nederland
Achmea Zorg
De Friesland Zorgverzekeraar
ANWB
ABN Amro
Ziggo
ASR Nederland
Landal Greenparks

Reaal
Greetz
UPC
ING
Tele2
Springer
PKN
Triodos Bank
Menzis
Randstad
Schiphol group
CJIB
Syncasso
Independer
SdU
Enexis
Bol.com
BLG

Ph.D. Thesis supervision (as a co-promotor or as a committee member)

- C. Horváth (2003) “Dynamic Analysis of Marketing Systems” (University of Groningen), co-promotor, with Prof. dr. P.S.H. Leeftang and Prof. dr. D.R. Wittink.
- E. Ruiz Conde (2005), “Diffusion of New Products” (University of Alicante/University of Groningen), co-promotor, with Prof. dr. P.S.H. Leeftang and Prof. dr. D.R. Wittink.
- J. Parreño Selva (2005), (University of Alicante), “Modeling Cross-Promotion Effects”, committee member, promotor: Prof. dr. P.S.H. Leeftang & G.J. Mas Ruiz.
- S. Kremer (2010), “Examining the Effectiveness of Promotional Expenditures for Pharmaceutical Products” (University of Groningen) co-promotor, with Prof. dr. P.S.H. Leeftang.
- E.C. Osinga (2011), “Pharmaceutical Marketing: Its Effects on Drug Sales and Beyond” (University of Groningen), co-promotor, with Prof. dr. P.S.H. Leeftang.
- S. Lhoëst-Snoeck (2012), “Customer Value Models in the Energy Market” (University of Groningen), committee member, promotor: Prof. dr. P.C. Verhoef
- P. Pechlivanoglou (2012), “Applying and Extending Mixed-Effects Models in Health Economics and Outcomes Research” (University of Groningen), promotor, with Prof. dr. M. Postma.
- N. Abbas (2012), “Memory-type control charts in statistical process control” (University of Amsterdam), committee member, promotor Prof. dr. R.J.M.M. Does and Dr. M. Riaz.
- K. Reber (2013), “Studies on Pharmaceutical Markets” (University of Groningen), promotor, with Prof. dr. P.S.H. Leeftang

- M. Walraven (2013), “Sports Sponsorship Effectiveness” (University of Groningen), committee member, promotores: Prof. dr. T.H.A. Bijmolt and Prof. dr. R. Koning.
- H. Nazir (2014) “Robust Control Charts in Statistical Process Control” (University of Amsterdam), committee member, promotor Prof. dr. R.J.M.M. Does, Dr. M. Riaz and Dr. M. Schoonhoven
- E. de Haan (2016), “Creating, managing and monitoring customer value in the on- and offline world” (University of Groningen), committee member, promotor Prof. dr. P.C. Verhoef and Prof. dr. T. Wiesel
- H. Moore (in progress, University of Frankfurt), committee member, promotor: Prof. dr. T. Otter.
- I. Zwetsloot (2016, University of Amsterdam), committee member, promotor: Prof. dr. R.J.M.M. Does and Dr. M. Schoonhoven
- N. Holtrop (2017), promotor, with Dr. M. Gijsenberg
- F. Beke (2018), promotor, with Prof. dr. P.C. Verhoef and dr. F. Eggers.
- R. Hars (in progress, University of Groningen), promotor, with Dr. H. Risselada.
- Feng Hu (2017, University of Groningen), committee member, promotor: Prof. dr. T.H.A. Bijmolt & Dr. K.R.E. Huizingh.
- A. Ahmad (in progress, University of Groningen), promotor, with Dr. K. Dehmamy.
- N. Rambharos (in progress, University of Groningen), promotor, with Prof. dr. N. Petkov
- J. van Cleef (in progress, University of Groningen), promotor, with Dr. K.J. Alsem

Reviewing experience

International Journal of Research in Marketing (editorial board member and ad hoc)

Marketing Science (ad hoc)

Journal of Marketing (ad hoc)

International Journal of Research in Marketing (ad hoc)

Journal of Product Innovation Management (ad hoc)

Journal of Service Research (ad hoc)

Journal of Retailing (ad hoc)

Journal of Business Research (ad hoc)

Health Economics (ad hoc)

Applied Stochastic Models in Business and Industry (ad hoc)

International Journal of Forecasting (ad hoc)

Review of Managerial Science (ad hoc)

Jaarboek MarktOnderzoekAssociatie, Ontwikkelingen in het Marktonderzoek (editorial board member)

Statistica Neerlandica (ad hoc)

Journal of Statistical Theory and Practice (ad hoc)

Journal of Interactive Marketing (ad hoc)

European Journal of Operations Research (ad hoc)

European Journal of Marketing (ad hoc)

Externally funded Research

Research project funded by Nefarma. Amount: € 50.000

Research project funded by AGIS (a Customer Insights Center project). Amount: € 14.600

Research project funded by MSI. Amount \$ 6000.

Research project funded by Achmea/Sociale Zorg (a Customer Insights Center project). Amount: € 5000

Research project funded by MSI. Amount \$ 7500.

Awards and distinctions

Finalist for the best teacher award of the Faculty of Economics and Business, September 2017

Listed as most valued lecturer (score 5.0 out of 5, March 2017)

Listed as most valued lecturer (score 5.0 out of 5, March 2016)

Listed as most valued lecturer (score 4.9 out of 5, March 2014)

Nominated for the best teacher award of the Faculty of Economics and Business, September 2013

Listed as number one in the top 5 of most valued teachers of the Faculty of Economics and Business, March 2013.

Listed as number one and number two in the top 5 of most valued teachers of the Faculty of Economics and Business, March 2012.

Listed two times in the top 5 of most valued teachers of the Faculty of Economics and Business, March 2011.

Winner of the Web-prize for Best Teacher of the University of Groningen, February 2011.

Listed as #100 in the Dutch List of Economists
www.eur.nl/ese/nieuws/rankings/economen_top_40/2010/total_dutch_economists_top_2010

First runner up for the Theo Schöller Preis 2010 (Munich Best Paper Award in Innovation Management), November 2010.

Winner of the Jürgen Hauschildt Best Paper Award 2010 by the German Academic Association for Business Research (VHB), November 2010.

Winner of the Thomas P. Hustad Award for the best paper published in Journal of Product Innovation Management in 2009, October 2010.

Winner of the Best Teacher award of Faculty of Economics and Business, September 2010.

Selected as one of the “Best speakers on NIMA activities in 2010”, August 2010.

Finalist for the best paper award of papers published in IJRM in 2009, June 2010.

Listed as number one and number two in the top 5 of best teachers of the Faculty of Economics and Business, March 2010.

Finalist for the Best Teacher award of the University of Groningen, February 2010.

Winner of the Best Teacher award of Faculty of Economics and Business, September 2009.

Listed two times in the top 5 of best teachers of the Faculty of Economics and Business, March 2009.

Finalist for Best Teacher award of Faculty of Economics and Business, August 2008.

Listed two times in the top 5 of best teachers of the Faculty of Economics and Business, March 2008.

Christer Karlsson Best Paper Award of the 15th International Product Development Management Conference, July 2008

Finalist for Christiaan Huygens best thesis Prize, awarded by the Royal Netherlands Academy of Arts and Sciences, September 2003.

Other activities

Member faculty committee “Contract research”

Member of the research school SOM committee “Best PhD authored paper”

Member personnel committee during the merger of the faculties of Economics and Business Administration

Chair of an international symposium on Pharmaceutical Marketing (Groningen, June 30th, 2005)

Organizer of a workshop on Dynamic Linear Modelling (Groningen, August 22nd, 2007; part of the Marketing Dynamics Conference)

Treasurer of the Marketing Support Group

Secretary of the jury of “Leeflang scriptieprijs”

Secretary of the department of Marketing

Member of the management team of the department of Marketing

Member of the supervisory board of CIC (Customer Insights Center)

Member of the Appointment Advisory Committee TT position Marketing 2009

Co-chair (with Philip Stern) of a special session on Marketing and Health on the EMAC Conference 2010 in Copenhagen, Denmark.

Co-chair (with Philip Stern) of a special session on Marketing and Health on the Marketing Science Conference 2010 in Cologne, Germany.

Member of the Appointment Advisory Committee TT position Marketing 2010, 2011, 2012, 2013

Co-chair (with Philip Stern) of a special session on Marketing and Health on the EMAC Conference 2011 in Ljubljana, Slovenia.

Co-chair (with Philip Stern) of a special session on Marketing and Health on the Marketing Science Conference 2011 in Houston, Texas.

Member of the Jury for the MOA (Dutch Marketing Researchers Association) best paper award.

Co-chair (with Philip Stern) of a special session on Marketing and Health on the Marketing Science Conference 2012 in Boston, USA.

Editorial board member of the Liber Amicorum for Peter Leeflang.

Research Director of RuGCIC (Customer Insights Center, since 1/1/2013)

Board member of teaching section of MOA (Dutch Marketing Researchers Association)

Faculty member of Doctoral Colloquium at EMAC Conference (2012, 2013, 2014, 2015 & 2016)

Member faculty committee “Corporate Relations”

Member faculty committee “Course evaluations”

Member of the dispute committee of MOA (Dutch Marketing Researchers Association)

Advisory board member Conversify (www.conversify.com)

Advisory board member WadDuurzaam (www.wadduurzaam.nl)

Local liaison of the EMAC Doctoral Colloquium (May 20-22 2017)

Co-chair of the EMAC Conference (May 23-26 2017)

EMAC National Representative of the Netherlands (May 2017 – now)