



VITA

Maarten J. Gijsenberg

Contacts

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Personal Details

Date of birth	March 1, 1981
Place of birth	Sint-Truiden (Belgium)
Citizenship	Belgian

This vita was last updated on August 30, 2023.

1. Profile

1.1. Research Interests

Econometric marketing modeling: marketing (effectiveness) dynamics, advertising scheduling, advertising effectiveness, competition, business cycles, time series analysis, Bayesian estimation techniques, crisis situations and marketing, resilience and marketing.

1.2. Academic Positions

<i>2022-date</i>	Full Professor of Marketing Dynamics Department of Marketing Faculty of Economics and Business Rijksuniversiteit Groningen (The Netherlands)
<i>2015-2022</i>	Associate Professor of Marketing Department of Marketing Faculty of Economics and Business Rijksuniversiteit Groningen (The Netherlands)
<i>November 2013 - January 2014</i>	Visiting Scholar Department of Marketing Faculty of Business and Economics Monash University, Melbourne (Australia)
<i>2011-2015</i>	Assistant Professor of Marketing Department of Marketing Faculty of Economics and Business Rijksuniversiteit Groningen (The Netherlands)
<i>January 2011</i>	Visiting Scholar Waikato Management School University of Waikato, Hamilton (New Zealand)
<i>January 2010</i>	Visiting Scholar Waikato Management School University of Waikato, Hamilton (New Zealand)
<i>2009-2011</i>	Assistant Professor of Marketing Member of the Center on Consumers and Marketing Strategy Louvain School of Management – Mons Campus UCLouvain – Mons – FUCaM (Belgium)
<i>November 2007</i>	Visiting Scholar Waikato Management School University of Waikato, Hamilton (New Zealand)
<i>2004-2008</i>	Researcher at the Research Center Marketing Faculty of Business and Economics K.U.Leuven (Belgium) Funding provided by the Flemish Research Foundation under grant G.0116.04N

1.3. Academic degrees

- 2009* PhD in Applied Economic Sciences (Marketing)
Faculty of Business and Economics, K.U.Leuven (Belgium)
Advisors:
Marnik G. Dekimpe (Tilburg University and K.U.Leuven)
Jan-Benedict E.M. Steenkamp (University of North Carolina at Chapel Hill)
Other committee members:
Harald J. van Heerde (University of Waikato)
Vincent R. Nijs (Northwestern University)
Luk Warlop (K.U.Leuven)
Valarie Zeithaml (University of North Carolina at Chapel Hill)
- 2004* Master in Commercial Engineering (Handelsingenieur), section International
Business and Management
Faculty of Business and Economics, K.U.Leuven (Belgium)
- 2001* Candidate in Commercial Engineering (Handelsingenieur)
Faculty of Business and Economics, K.U.Leuven (Belgium)

1.4. Other Positions

- 2023-date* Research Director
RUGCIC Customer Insights Center
Rijksuniversiteit Groningen (The Netherlands)
- 2003-date* National Representative NL at the European Marketing Academy EMAC

2. Research

2.1. Publications

2.1.1. Articles in peer reviewed international journals

- Vomberg, Arnd, Nico Schauerte, Sebastian Krakowski, Claire Ingram-Bogusz, **Maarten J. Gijsenberg**, and Alexander Bleier (2023), “The Cold-Start Problem in Nascent AI: Kickstarting Data Network Effects”, *Journal of Business Research*, Vol 168, 114236.
<https://doi.org/10.1016/j.jbusres.2023.114236>
- Becker, Maren, and **Maarten J. Gijsenberg** (2023), “Consistency and Commonality in Advertising Content: Helping or Hurting?”, *International Journal of Research in Marketing*, Vol 40 (1), 128-45.
<https://doi.org/10.1016/j.ijresmar.2022.05.004>
- Hirche, Christian F., Tammo H.A. Bijmolt, and **Maarten J. Gijsenberg** (2022), “When Offline Stores Reduce Online Returns,” *Sustainability*, Vol 14 (13), 7829.
<https://doi.org/10.3390/su14137829>
- Broekhuizen, Thijs L.J., Manda Broekhuis, **Maarten J. Gijsenberg**, and Jaap E. Wieringa (2021), “Introduction to the Special Issue – Digital Business Models: A Multidisciplinary and Multistakeholder Perspective,” *Journal of Business Research*, Vol 122, 847-52.
<https://doi.org/10.1016/j.jbusres.2020.04.014>
- Broekhuizen, Thijs L.J., Oliver Emrich, **Maarten J. Gijsenberg**, Manda Broekhuis, Bas Donkers, and Laurens M. Sloot (2021), “Digital Platform Openness: Drivers, Dimensions and Outcomes,” *Journal of Business Research*, Vol 122, 902-14.
<https://doi.org/10.1016/j.jbusres.2019.07.001>
- Verbeke, Willem J.M.I, **Maarten J. Gijsenberg**, Larissa M.E. Hendriks, Jelle T. Bouma, and Linda H. Teunter (2020), “Highly Recommended? How Relation-Specific Attachment Styles Bias Customers’ Willingness to Recommend,” *Frontiers in Psychology*, 11:1311.
<https://doi.org/10.3389/fpsyg.2020.01311>
- **Gijsenberg, Maarten J.**, and Vincent R. Nijs (2019), “Advertising Spending Patterns and Competitor Impact,” *International Journal of Research in Marketing*, Vol 36 (2), 232-50.
<https://doi.org/10.1016/j.ijresmar.2018.11.004>
- **Gijsenberg, Maarten J.**, and Peter C. Verhoef (2019), “Moving Forward. The Role of Marketing in Fostering Public Transport Usage,” *Journal of Public Policy and Marketing*, Vol 38 (3), 354-71.
<https://doi.org/10.1177/0743915619846869>
- **Gijsenberg, Maarten J.** (2017), “Riding the Waves. Revealing the Impact of Intra-Year Category Demand Cycles on Advertising and Pricing Effectiveness,” *Journal of Marketing Research*, Vol 54 (2), 171-86.
<http://dx.doi.org/10.1509/jmr.14.0576>
Lead article
- Holtrop, Niels, Jaap E. Wieringa, **Maarten J. Gijsenberg**, and Peter C. Verhoef (2017), “No Future Without the Past? Predicting Customer Churn in the Face of Privacy,” *International Journal of Research in Marketing*, Vol 34 (1), 154-72.
<http://doi:10.1016/j.ijresmar.2016.06.001>
Winner of the 2018 EMAC Sheth Doctoral Dissertation Competition
- **Gijsenberg, Maarten J.**, Harald J. van Heerde, and Peter C. Verhoef (2015), “Losses Loom Longer than Gains: Modeling the Impact of Service Crises on Customer Satisfaction over Time,” *Journal of Marketing Research*, Vol 52 (5), 642-56.
<http://dx.doi.org/10.1509/jmr.14.0140>
**Highly Commended Article – Finalist of the American Marketing Association
SERVSIG Best Services Article Award 2015**

- **Gijsenberg, Maarten J.** (2014), “Going for Gold. Investigating the (Non)Sense of Increased Advertising around Major Sports Events”, *International Journal of Research in Marketing*, Vol 31 (1), 2-15.
<http://doi:10.1016/j.ijresmar.2013.09.004>
Lead article
Selected by the Marketing Science Institute as one of the “2014 Must-Read Articles for Marketers”
- **Gijsenberg, Maarten J.** (2014), “Comment: Measuring Marketing Effectiveness around Major Sports Events: A Comparison of Two Studies and a Call for Action”, *International Journal of Research in Marketing*, Vol 31 (1), 30-32.
<http://doi:10.1016/j.ijresmar.2014.02.001>
Invited comment
- Van Heerde, Harald J., **Maarten J. Gijsenberg**, Marnik G. Dekimpe, and Jan-Benedict E.M. Steenkamp (2013), “Price and Advertising Effectiveness over the Business Cycle,” *Journal of Marketing Research*, Vol 50 (2), 177-93.
<http://dx.doi.org/10.1509/jmr.10.0414>
Finalist of the 2013 Paul E. Green Award
Finalist of the 2018 William O’Dell Award for long-term impact

2.1.2. Book chapters

- **Gijsenberg, Maarten J.** (2016), “Ga Voor Goud! Over de Zin en Onzin van Extra Reclame rond Grote Sportevenementen,” in *Ontwikkelingen in het Marktonderzoek 2016 – Jaarboek 2016 MarktOnderzoeksAssociatie*, Haarlem: SpaarEnHout.
Finalist of the 2016 MOA Science Awards
- **Gijsenberg, Maarten J.** (2015), “Advertising and Sports Events,” in *Empirical Generalizations about Marketing Impact 2nd ed.*, Dominique M. Hanssens, ed. Cambridge, MA: Marketing Science Institute.
- Van Heerde, Harald J., **Maarten J. Gijsenberg**, Marnik G. Dekimpe and Jan-Benedict E.M. Steenkamp (2015), “Price and Advertising Effectiveness over the Business Cycle,” in *Empirical Generalizations about Marketing Impact 2nd ed.*, Dominique M. Hanssens, ed. Cambridge, MA: Marketing Science Institute.

2.1.3. Research reports

- Hirche, Christian F., **Maarten J. Gijsenberg**, and Tammo H.A. Bijmolt (2021), “Asking Less, Getting More? The Influence of Fixed-Fee and Threshold-Based Free Shipping on Online Orders and Returns,” SOM Research Reports Vol. 2021012-MARK, University of Groningen, SOM Research School.
- Hirche, Christian F., **Maarten J. Gijsenberg**, and Tammo H.A. Bijmolt (2021), “Promoting Returns: Effects of Price Reductions on Customer Return Behavior,” SOM Research Reports Vol. 2021011-MARK, University of Groningen, SOM Research School.
- Hirche, Christian F., Tammo H.A. Bijmolt, and **Maarten J. Gijsenberg** (2021), “When Offline Stores Reduce Online Returns,” SOM Research Reports Vol. 2021010-MARK, University of Groningen, SOM Research School.
- **Gijsenberg, Maarten J.** and Vincent R. Nijs (2018), “Advertising Timing: In-Phase or Out-of-Phase with Competitors?” SOM Research Reports Vol. 2018004-MARK, University of Groningen, SOM Research School.
- **Gijsenberg, Maarten J.** and Peter C. Verhoef (2018), “Moving Forward: The Role of Marketing in Fostering Public Transport Usage,” SOM Research Reports Vol. 2018003-MARK, University of Groningen, SOM Research School.
- Bouma, Jelle T., **Maarten J. Gijsenberg** and Linda H. Teunter (2017), “Can’t Get No Satisfaction?” RUGCIC Report 201701, RUGCIC Groningen

- Holtrop, Niels, Jaap. E. Wieringa, **Maarten J. Gijsenberg** and Phillip Stern (2016), “Competitive Reactions to Personal Selling: The Difference between Strategic and Tactical Actions,” SOM Research Reports Vol. 2016004-MARK, University of Groningen, SOM Research School.
- **Gijsenberg, Maarten J.**, Merel Walraven, Tammo H.A. Bijmolt and Ruud H. Koning (2014), “Sport als Marketinginstrument. Oranjekoorts: Goud Waard?” RUGCIC Report 2014-03, RUGCIC, Groningen.
- **Gijsenberg, Maarten J.** (2013), “De Prijs van de Crisis,” RUGCIC Report 2013-03, RUGCIC, Groningen.
- **Gijsenberg, Maarten J.**, Harald J. Van Heerde, Marnik G. Dekimpe and Jan-Benedict E.M. Steenkamp (2009), “Advertising and Price Effectiveness over the Business Cycle,” FBE Research Report MO_0902, K.U.Leuven – Faculty of Business and Economics, Leuven.
- **Gijsenberg, Maarten J.**, Harald J. Van Heerde, Marnik G. Dekimpe, Jan-Benedict E.M. Steenkamp and Vincent R. Nijs (2009), “Understanding the Timing and Magnitude of Advertising Spending Patterns,” FBE Research Report MO_0901, K.U.Leuven – Faculty of Business and Economics, Leuven.

2.1.4. Other publications

- **Gijsenberg, Maarten J.** (2015), “What You Need to Know on the Impact of Service Crises on Customers’ Quality Judgements,” *Center for Services Leadership blog*, November 2015.
- **Gijsenberg, Maarten J.** (2015), “What You Need to Know on the Impact of Service Crises on Customers’ Quality Judgements,” *Customer Think blog*, November 2015.
- **Gijsenberg, Maarten J.** (2015), “Service Crises: Verlies Weegt Zwaarder dan Winst,” *Tijdschrift voor Marketing*, June 2015.
- **Gijsenberg, Maarten J.** (2015), “Zin en Onzin van Extra Reclame rond Sportevents,” *Tijdschrift voor Marketing*, March 2015.
- **Gijsenberg, Maarten J.** (2010), “Timing is Money,” *EMAC Chronicle*, Vol 4 (2), 13-14.
- **Gijsenberg, Maarten J.** (2009), “Timing is Money. In Search of the Role of Timing in Marketing Decisions and Effectiveness,” *Doctoral Dissertation*.

2.2. Under Review

- Eelen, Jiska, Bart Claus, Michail Kokkoris, **Maarten J. Gijsenberg**, and Luk Warlop: “A Bird in the Hand is Yours: How Psychological Proximity Engenders Psychological Ownership”, *Under Review* (1st round)
- **Gijsenberg, Maarten J.**, Shuba Srinivasan, Julien Schmitt, and Jaap E. Wieringa: “Asymmetric Advertising Response” *Revise and Resubmit* (1st round)
- Hirche, Christian F., **Maarten J. Gijsenberg**, and Tammo H.A. Bijmolt: “Asking Less, Getting More? The Influence of Fixed-Fee and Threshold-Based Free Shipping on Online Orders and Returns”, *Revise and Resubmit* (1st round).
- Hirche, Christian F., **Maarten J. Gijsenberg**, and Tammo H.A. Bijmolt: “Promoting Returns: Effects of Price Reductions on Customer Return Behavior”, *Revise and Resubmit* (1st round).

2.3. Work in Progress before Review (selected)

- Bijmolt, Tammo H.A., **Maarten J. Gijsenberg**, Ruud H. Koning and Merel Walraven: “Shareholder Value through Sports Sponsorship: A Meta-Analysis”
- **Gijsenberg, Maarten J.** and Lien Lamey: “(When) Does Price Sensitivity Increase During Economic Contractions?”

- Holtrop, Niels, Jaap E. Wieringa, **Maarten J. Gijsenberg** and Philip Stern: “Reactions to Competitive Attacks: An Empirical Investigation of Responses to Strategic, Sub-Strategic and Tactical Decisions.” *Reject (1st round) at the Journal of Marketing*.
- Naik, Prasad A., and **Maarten J. Gijsenberg**: “A New Heuristic for Advertising Pulsing”
- Rajavi, Koushyar, Maren Becker, Filippo Dall’Olio, and **Maarten J. Gijsenberg**: “Advertising Diversification”
- Smit, Hidde, **Maarten J. Gijsenberg**, and Tammo H.A. Bijmolt: “When, Where, What Amount. How Smarter Decisions on the WWW of Advertising Budget Allocation Grow Consumer Mindset Metrics and Brand Sales”

2.4. Awards and Academic Honors

- **2022 Outstanding Editorial Review Board Member**, International Journal of Research in Marketing.
- Finalist of the **2018 William O’Dell Award for long-term impact**, Journal of Marketing Research.
- **Most Inspiring Paper Award**. Inaugural YES | Marketing conference 2018.
- Highly Commended Article – Finalist of the **American Marketing Association SERVSIG Best Services Article Award 2015**.
- Finalist of the **2016 MOA Science Awards**.
- Selected for the **2014 Must-Read Articles for Marketers** of the Marketing Science Institute.
- Finalist of the **2013 Paul E. Green Award**, Journal of Marketing Research.
- Invited to the **2012 Rector’s Dinner for Special Merit**, Rijksuniversiteit Groningen (The Netherlands).
- Winner of the **2012 Newcomer of the Year Award**, Faculty of Economics and Business, Rijksuniversiteit Groningen (The Netherlands).
- Second runner-up of the **2010 EMAC McKinsey Doctoral Dissertation Award**. 39th EMAC Conference, Copenhagen (Denmark). June 1-4, 2010.
- **Doctoral dissertation** defended at the Faculty of Business and Economics, KU Leuven (Belgium). “*Timing is Money. In Search of the Role of Timing in Marketing Decisions and Effectiveness*”. July 6, 2009.

2.5. External funding and research support

2.5.1. External support in terms of grants

- **Amazon Advertising Research Awards 2021** “When, Where, What Amount. How Smarter Decisions on the WWW of Advertising Budget Allocation Grow Consumer Mindset Metrics and Brand Sales”, with Tammo H.A. Bijmolt (Rijksuniversiteit Groningen). \$85,000 (2021).
- **Chafea/2015/CP/01 tender** of the European Commission Consumers, Health, Agriculture And Food Executive Agency. Consortium Members: Universiteit Utrecht, Rijksuniversiteit Groningen, BI Norwegian Business School.
- **MSI Research Grant Award #4-1823** “Short- and Long-Term Effectiveness of Novelty: Adoption and Usage of a New Mobile App”, with Jiska Eelen (VU Free University of Amsterdam) and Peeter W.J. Verlegh (VU Free University of Amsterdam). \$12,500 (2013-2014).
- **Marie Curie FP7 Career Integration Grant** “Never Waste a Good Crisis”. €100,000 (2012-2015).

2.5.2. External support in kind

- **Wehkamp.nl Research Support** project “Drivers of Product Returns”, with Tammo H.A. Bijmolt (Rijksuniversiteit Groningen). In kind: access to data. Estimated commercial value: €2.5mio (2019).
- **AiMark Research Support** project “A New Heuristic for Advertising Pulsing”, with Prasad A Naik (UC Davis). In kind: access to data. Estimated commercial value: €25,000 (2019).
- **AiMark Research Support** project “Asymmetric Advertising Response”, with Julien Schmitt (ESCP Europe) and Jaap E. Wieringa (Rijksuniversiteit Groningen). In kind: access to data. Estimated commercial value: €17,500 (2016).
- **AiMark Research Support** project “Seasons Come, Seasons Go”. In kind: access to data. Estimated commercial value: €17,500 (2014).
- **AiMark Research Support** project “Going for Gold. Investigating the (non)sense of Increased Advertising around Major Sports Events”. In kind: access to data. Estimated commercial value: €17,500 (2012).

2.5.3. Contract Research

- **KPN**. Project “Building a Customer Centricity Framework”. Project initiated under the RUG Customer Insights Center. (2021).
Phase 1: €13,100
- **KLM**. Project “Customer Satisfaction Formation in Multi-Stage Service Encounters”. Project initiated under the RUG Customer Insights Center. (2019-2020).
€12,600

2.6. Doctoral committees

2.6.1. Advisor

- Veronica Burbulea, Rijksuniversiteit Groningen (The Netherlands). Ongoing.
- Minxiong Huang, Rijksuniversiteit Groningen (The Netherlands). Ongoing.
- Janneke Koster, Rijksuniversiteit Groningen (The Netherlands). Ongoing.
- Hidde Smit, Rijksuniversiteit Groningen (The Netherlands). Ongoing.
- Christian Hirche, Rijksuniversiteit Groningen (The Netherlands). 2022. *Co-advisor*.
- Niels Holtrop, Rijksuniversiteit Groningen (The Netherlands). 2017. *Co-advisor*.
Finalist of the 2018 EMAC / Sheth Foundation Doctoral Dissertation Competition

2.6.2. Jury member

- Dovilė Barauskaitė, Rijksuniversiteit Groningen (The Netherlands) & ISM University of Management and Economics (Lithuania). 2023.
- Julia Storch, Rijksuniversiteit Groningen (The Netherlands). 2022.
- Khoi Nguyen, Rijksuniversiteit Groningen (The Netherlands). 2022.
- Chenming Pen, Rijksuniversiteit Groningen (The Netherlands). 2022.
- Lisan Lesscher, Rijksuniversiteit Groningen (The Netherlands). 2021.
- Penelope Schoutteet, Vrije Universiteit Brussel (Belgium). 2019.
- Huan Liu, Rijksuniversiteit Groningen (The Netherlands). 2019.
- Merel Walraven, Rijksuniversiteit Groningen & Fontys Hogeschool Tilburg (The Netherlands). 2013.

2.6.3. Reading committee member

- Alec Minnema, Rijksuniversiteit Groningen (The Netherlands). 2017.
- Titah Yudhistira, Rijksuniversiteit Groningen (The Netherlands). 2016.
- Evert de Haan, Rijksuniversiteit Groningen (The Netherlands). 2016.

2.7. Reviewed conference presentations (limited to self-presented)

- 50th EMAC Conference, Madrid (Spain). May 26-28, 2021.
“Asking Less, Getting More? The Influence of Fixed-Fee and Threshold-Based Free Shipping on Online Orders and Returns”
- 48th EMAC Conference, Hamburg (Germany). May 28-May 30, 2019.
Presentation: “(In)consistently Creative – The Effect of Consistency and Overlap in Advertising Execution”
- 47th EMAC Conference, Glasgow (United Kingdom). May 29-June 1, 2018.
Presentation: “Asymmetric Advertising Response”
- 39th INFORMS Marketing Science Conference, Los Angeles (USA). June 7-10, 2017.
Presentation: “Asymmetric Advertising Response”
- 45th EMAC Conference, Oslo (Norway). May 24-27, 2016.
Presentation: “Moving Forward. The Role of Marketing in Fostering Public Transport Usage”.
- 12th Marketing Dynamics Conference, Beijing (China). June 11-13, 2015.
Presentation: “Riding or Braking the Waves? Long-Term Consequences of Seasonal Volatility in Advertising and Pricing Decisions”.
- 44th EMAC Conference, Leuven (Belgium). May 26-29, 2015.
Presentation: “Riding or Braking the Waves? Long-Term Consequences of Seasonal Volatility in Advertising and Pricing Decisions”.
- 36th INFORMS Marketing Science Conference, Atlanta (USA). June 11-14, 2014.
Presentation: “Losses Loom Longer than Gains: Modeling the Impact of Service Crises on Customer Satisfaction over Time”
- 2014 AMA – ECMI – EMAC Marketing & Innovation Symposium, Rotterdam (The Netherlands). May 27-28, 2014.
Presentation: “Going for Gold. Investigating the (Non)Sense of Increased Advertising around Major Sports Events”
- 2013 ANZMAC Conference, Auckland (New Zealand). December 1-4, 2013.
Presentation: “Timing of Advertising Pulses”
- 35th INFORMS Marketing Science Conference, Istanbul (Turkey). July 11-13, 2013.
Presentation: “Timing of Advertising Pulses”
- 34th INFORMS Marketing Science Conference, Boston (USA). June 7-9, 2012.
Presentation: “Going for Gold. Investigating the (Non)Sense of Increased Advertising around Major Sports Events”
- 32nd INFORMS Marketing Science Conference, Köln (Germany). June 17-19, 2010.
Presentation: “Price and Advertising Effectiveness over the Business Cycle”
- 39th EMAC Conference, Copenhagen (Denmark). June 1-4, 2010.
Presentation: “Timing is Money. In Search of the Role of Timing in Marketing Decisions and Effectiveness”
- 6th Marketing Dynamics Conference, New York (USA). August 27-29, 2009.
Presentation: “Price and Advertising Effectiveness over the Business Cycle”
- 5th Marketing Dynamics Conference, Hamilton (New Zealand). January 4-6, 2009.
Presentation: “Understanding the Timing and Magnitude of Advertising Spending Patterns”
- 37th EMAC Conference, Brighton (United Kingdom). May 27-29, 2008.
Presentation: “Understanding the Timing and Magnitude of Advertising Spending Patterns”

2.8. Other presentations

- RUG Customer Insights Center seminar, Groningen (The Netherlands). July 6, 2021.
“The Calm after the Storm? Hoe Verder na Covid-19?”
- MARUG Conference 2021, Groningen (The Netherlands). March 9, 2021.
“Feeding the Phoenix. Marketing Strategies to Survive an Economic Crisis”
- ASE International Week 2020, Bucharest (Romania). May 27, 2020. Online.
“Feeding the Phoenix. Marketing Strategies to Survive an Economic Crisis”
- BrandWeek Istanbul 2018, Istanbul (Turkey). November 7-9, 2018.
“Feeding the Phoenix. Marketing Strategies to Survive an Economic Crisis”
- Inaugural YES | Marketing meeting, Frankfurt School of Finance & Management, Frankfurt am Main (Germany). August 20-21, 2018.
“Knowing You, Knowing Me? Advertising Spending Patterns and Competitor Impact”
- 7th Aston Marketing Research Camp, Aston Business School, Birmingham (United Kingdom). June 25-26, 2018.
“Reactions to Competitor Attacks across Firm Levels”
- 7th Aston Marketing Research Camp, Aston Business School, Birmingham (United Kingdom). June 25-26, 2018.
“Feeding the Phoenix. The Role of Marketing in Dealing with Crises”
- Amsterdam Business School, University of Amsterdam (The Netherlands). April 10, 2018.
“Asymmetric Advertising Response”
- Goethe University, Frankfurt am Main (Germany). November 14, 2017.
“Asymmetric Advertising Response”
- Erasmus School of Economics, Rotterdam (The Netherlands). November 7, 2016.
“Riding the Waves. Revealing the Impact of Intra-Year Category Demand Cycles on Advertising and Pricing Effectiveness”
- VU Free University Amsterdam (The Netherlands). May 4, 2016.
“Riding the Waves. Revealing the Impact of Intra-Year Category Demand Cycles on Advertising and Pricing Effectiveness”
- Marketing in Israel Conference, Jeruzalem-Herzliya-Tel Aviv (Israel). Dec 28-30, 2015.
“Riding the Waves. Revealing the Impact of Intra-Year Category Demand Cycles on Advertising and Pricing Effectiveness”
- KUMPEM Retail Forum Conference at Koc University, Istanbul (Turkey). May 24-15, 2015.
“What You Do and How You Tell It: It Matters!”
- 2nd Cologne Symposium on Value Creation in a Changing Customer and Media Environment, Köln (Germany). January 23, 2015.
“The Impact of Consistency and Overlap in Advertising Content on Brands’ Market Share”
- SWOCC Symposium 2014, Amsterdam (The Netherlands). September 9, 2014.
“Going for Gold. Investigating the (Non)Sense of Increased Advertising around Major Sports Events”
- Leiden University, Leiden (The Netherlands). March 18, 2014.
“Going for Gold. Investigating the (Non)Sense of Increased Advertising around Major Sports Events”
- The University of Adelaide Business School, Adelaide (Australia). December 19, 2013.
“Going for Gold. Investigating the (Non)Sense of Increased Advertising around Major Sports Events”
- Australian School of Business, University of New South Wales, Sydney (Australia). December 11, 2013.
“Going for Gold. Investigating the (Non)Sense of Increased Advertising around Major Sports Events”

- Monash University, Melbourne (Australia). November 25, 2013.
“Going for Gold. Investigating the (Non)Sense of Increased Advertising around Major Sports Events”
- RUGCIC Seminar, Putten (The Netherlands). March 20, 2014.
“De Prijs van de Crisis”
- Rijksuniversiteit Groningen, Groningen (The Netherlands). November 25, 2010.
“Price and Advertising Effectiveness over the Business Cycle”
- Rotterdam School of Management, Rotterdam (The Netherlands). October 4, 2010.
“Price and Advertising Effectiveness over the Business Cycle”
- Louvain School of Management, Mons Campus (Belgium). March 26, 2010.
“Price and Advertising Effectiveness over the Business Cycle”
- IESEG School of Management, Lille (France). November 13, 2009.
“Price and Advertising Effectiveness over the Business Cycle”
- K.U.Leuven, Leuven (Belgium). July 6, 2009.
“Timing is Money. In Search of the Role of Timing in Marketing Decisions and Effectiveness”, *Doctoral Defense*
- Rijksuniversiteit Groningen, Groningen (The Netherlands). March 25, 2008.
“Understanding the Timing and Magnitude of Advertising Spending Patterns”
- FUCaM Mons (Belgium). March 3, 2008.
“Understanding the Timing and Magnitude of Advertising Spending Patterns”
- VU Free University Amsterdam (The Netherlands). February 13, 2008.
“Understanding the Timing and Magnitude of Advertising Spending Patterns”
- K.U.Leuven (Belgium). December 6, 2007.
“Understanding the Timing and Magnitude of Advertising Spending Patterns”
- Waikato Management School, Hamilton (New-Zealand). November 29, 2007.
“Understanding the Timing and Magnitude of Advertising Spending Patterns”

2.9. Media

My work and insights were covered by *Radio 538* (largest Dutch radio station), *Radio 1* and *Radio 5*; *De Telegraaf* (largest Dutch newspaper), *Het Algemeen Dagblad* (second largest Dutch newspaper), *De Volkskrant*, *Trouw*, and *Het Parool*; *Nu.nl* (most important Dutch news website), *RTL Z* (Dutch business news station), and *WNL.nl*, as well as by specialized media and blogs like *Tijdschrift voor Marketing* and *Adformatie*, among others.

3. Teaching

3.1. General

- *Top-5 Teacher* and/or Course of the Faculty of Economics and Business, University of Groningen (2013-date).
- Member of the *Curriculum Working Group* of the MSc Marketing (2021-2023).
- Program coordinator of the *Marketing Analytics and Data Science program* of the MSc Marketing (2020-2022).
- Chairman of the *Program Committee of the MSc Marketing* (2012-2018).
- Holder of the Dutch *University Teaching Qualification (UTQ/BKO)* since 2014.

3.2. Overview of Teaching

3.2.1. Courses created and taught at the University of Groningen (Last student evaluations of teacher, if available)

- Marketing Bedrijfskunde (“Marketing 101”) (BSc – *partim, ongoing*)
- Specialization Course Marketing: Marketing Research (BSc – *partim, finished*)
- Companies, Brands, and Consumers (MSc – *partim, finished*) (4.9/5; A+)
- Marketing Research Methods (MSc – *finished*) (4.9/5; A+)
- Statistical Learning in Marketing (MSc – *full, ongoing*) (4.9/5; A+)
- Strategic Marketing (MSc – *finished*) (4.9/5; A+)
- Modelling Market Dynamics (ReMa – *finished*) (5.0/5; A+)

3.2.2. Other courses taught at the University of Groningen (Last student evaluations of teacher, if available)

- Bachelor Thesis in Marketing (BSc – *partim, finished*) (4.8/5; A+)
- Bachelor Thesis EOR (BSc – *partim, ongoing*)
- Entrepreneurial Marketing (BSc – *partim, finished*)
- Introduction to Data (BSc – *partim, finished*)
- Qualitative Research Methods (BSc – *partim, finished*) (4.4/5; A)
- Research Methodology (BSc – *partim, finished*)
- Advanced Market Research (MSc – *partim, finished*)
- Marketing Research Practice (MSc – *partim, finished*)
- Master Thesis in Marketing (MSc – *partim, ongoing*) (5.0/5; A+)
- Marketing Theory (ReMa – *partim, ongoing*) (4.8/5; A+)

3.2.3. Other courses taught in the past at UCLouvain – Mons – FUCaM (Belgium)

- Introduction to Econometrics (BSc – *finished*)
- Marketing (Introduction to) (BSc – *finished*)
- Research Methodology (BSc – *finished*)
- Strategic Management (BSc – *finished*)
- Marketing Communication (MSc – *finished*)
- Marketing Strategies (MSc – *finished*)
- Strategic Market Management (MSc – *finished*)

4. Service

4.1. Editorial service

- Member of the Editorial Review Board of the *Journal of Retailing*
- (2022- date).
- Member of the Editorial Review Board of the *International Journal of Research in Marketing* (2015- date).
- Co-Editor of the Special Issue on Digital Business Models of the *Journal of Business Research* (2018-2019).
- Regular Reviewer for the *Journal of Marketing Research*
- Ad-hoc Reviewer for the *Journal of Business Research*
- Ad-hoc Reviewer for the *Journal of Marketing*
- Ad-hoc Reviewer for the *Journal of Public Policy & Marketing*
- Ad-hoc Reviewer for the *Journal of Service Research*
- Ad-hoc Reviewer for *Marketing Science*

4.2. Conference chairing and organization

- 52nd EMAC Conference Doctoral Colloquium, Odense (Denmark). May 21-23, 2023. *Chair of the “Marketing Models – Intermediate/Advanced” track.*
- 5th YES Marketing Conference, Groningen (The Netherlands). August 29-30, 2022. *Co-organizer.*
- 51st EMAC Conference, Budapest (Hungary). May 24-27, 2022. *Chair of the “Methods, Modelling and Marketing Analytics” track.*
- 4th YES Marketing Conference, Groningen (The Netherlands). August 16, 2021. *Co-organizer. Online.*
- 50th EMAC Conference, Madrid (Spain). May 26-28, 2021. *Chair of the “Methods, Modelling and Marketing Analytics” track. Online.*
- 3th YES Marketing Conference, Groningen (The Netherlands). August 17-18, 2020. *Co-organizer. Cancelled: Covid-19.*
- 49th EMAC Conference, Budapest (Hungary). May 27-29, 2020. *Chair of the “Methods, Modelling and Marketing Analytics” track. Cancelled: Covid-19.*
- 49th EMAC Conference, Budapest (Hungary). May 27-29, 2020. *Organizer and Chair of the “Challenges in Omnichannel Business” special session. Cancelled: Covid-19. Replaced by an online symposium May 27, 2020.*
- 48th EMAC Conference, Hamburg (Germany). May 28-31, 2019. *Chair of the “Methods, Modelling and Marketing Analytics” track.*
- 11th European ACR Conference, Ghent (Belgium). June 21-23, 2018. *Member of the Program Committee.*
- 47th EMAC Conference, Glasgow (United Kingdom). May 29-June 1, 2018. *Chair of the “Methods, Modelling and Marketing Analytics” track.*
- 47th EMAC Conference, Glasgow (United Kingdom). May 29-June 1, 2018. *Organizer and Co-chair of the “Tell Me What. Tell Me When. Tell Me Again? Leveraging Insights on Drivers of Advertising Effectiveness” special session.*
- 1st Thought Leadership Conference on Digital Business Models, Groningen (The Netherlands). April 4-6, 2018. *Co-organizer.*
- 46th EMAC Conference, Groningen (The Netherlands). May 23-26, 2017. *Chair of the “Marketing Analytics” track.*
- 46th EMAC Conference, Groningen (The Netherlands). May 23-26, 2017. *Chair of the “Meet the Editors – General Journals” session.*

- 45th EMAC Conference, Oslo (Norway). May 24-27, 2016. *Chair of the “Advertising, Promotion and Marketing Communication” track.*
- 44th EMAC Conference, Leuven (Belgium). May 26-29, 2015. *Chair of the “Advertising, Promotion and Marketing Communication” track.*
- 2011 Congrès Annuel de l’Association Française du Marketing. Louvain School of Management (Belgium). May 19-20, 2011. *Member of the Scientific Steering Committee.*
- 2007 Leuven Marketing Winter Camp. K.U.Leuven (Belgium). December 6-7, 2007. *Day organizer.*
- 2006 Leuven Marketing Winter Camp. K.U.Leuven (Belgium). December 7-8, 2006. *Day organizer.*

4.3. Other service

4.3.1. Service to the faculty

- Organizer of the *RUG Marketing Seminar Series (2016-2022).*
- Program coordinator of the *Marketing Analytics and Data Science program* of the MSc Marketing (2020-2022).
- Chairman of the Jury of the *Peter S.H. Leeftang Master Thesis Award (2018-2022).*
- Member of the Board of the *Stichting Marketing Support (2011-2021).*
- Chairman of the *Program Committee of the MSc Marketing (2012-2018).*

4.3.2. Service to the wider academic community

- *National Representative NL* at the European Marketing Academy EMAC (2023-date).
- Expert Reviewer for the *Research Foundation – Flanders (FWO)* (Flemish Community, Belgium)
- Reviewer for the annual *EMAC European Marketing Academy Conference* (other than the chairing mentioned above).
- *Mentoring of junior researchers*, both within and outside our organization.

4.3.3. Service to the society

- Research Director of the RUGCIC Customer Insights Center (2023-date).
- Cooperation with NS (Dutch Railways) (2011-2015) and OV Groningen-Drenthe (2019-date) *to attract citizens to public transport.*
- *Applied research with firms*, including NS, Wehkamp, KLM, and KPN.
- Cooperation with organizations like AiMark and the RUG Customer Insights Center that *build bridges between academia and practice*, to source research needs from practitioners and to communicate relevant research findings to practitioners.
- *In-house teaching and workshops at companies* like NS, Shell, Wasco, and MICompany (with employees from KPN, ABN Amro, Bol.Com, Aegon, among others).
- *Publications in practitioner-oriented publications* like the Tijdschrift voor Marketing and blogs like The Center for Services Leadership blog.
- Sharing of insights on topics related to core research topics to the *general public* by appearance in general media like Radio 1 and Radio 5; De Volkskrant, Trouw, and Het Parool; Nu.nl; and RTL Z, among others.