

## CURRICULUM VITAE PETER C. VERHOEF

### PERSONAL INFORMATION

Name: Verhoef, Pieter Cornelis  
Date of Birth: September 27, 1972  
Gender: Male  
Citizenship: Dutch  
Married to: Petra Verhoef-Wentzel



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University of Groningen  
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Googleprofile: <https://scholar.google.nl/citations?user=OBRsqssAAAAJ&hl=en>

### EDUCATIONAL BACKGROUND

VWO, Christelijk Lyceum, Dordrecht, 1990

HTS, Economische Bedrijfstechniek, propedeuse, 1990-1991

M.Sc. (Business Economics), Erasmus University Rotterdam, The Netherlands, 1996

Doctoral Course on Marketing, Dutch Network of Business Economic Studies, (lecturers amongst others: Peter S.H. Leeftang, Rik Pieters, J.B.E.M. Steenkamp), 1998

Doctoral Course on Research Methodology, Dutch Network of Business Economic Studies (lecturers amongst others: Joshua Eliashberg, Peter Leeftang, Michel Wedel, Berend Wierenga), 1999

Doctoral Course on Econometrics, Tinbergen Institute, 1999

## PH.D. THESIS

Title: Analyzing Customer Relationships: Linking Relational Constructs and Marketing Instruments to Customer Behavior, Tinbergen Institute Research Series 255

Defense: September 20, 2001

Supervisors: Prof.dr. P.H.B.F. Franses  
Prof.dr. J.C. Hoekstra

Committee: Prof.dr. R.N. Bolton  
Prof.dr.ir. G. van Bruggen  
Prof.dr. H.R. Commandeur

## EMPLOYMENT BACKGROUND

Assistant Professor of Marketing and Marketing Research, Erasmus University Rotterdam, Faculty of Economics, (August 1996 – December 1997)

Doctoral Student Marketing, Erasmus University Rotterdam, Faculty of Economics, Tinbergen Institute, (January 1998 – August 2001)

Post Doctoral Researcher Marketing, Erasmus University Rotterdam, Faculty of Economics, (2001 – 2005)

Member Erasmus Research Institute in Management (ERIM), (2001 – 2005)

Visiting Scholar, Dartmouth College, Tuck School of Business (2003)

Professor Customer Based Marketing, University of Groningen, Faculty of Economics and Business (2005 – 2011)

Director and founder Customer Insights Center, University of Groningen (June 2006-2012)

Faculty Fellow, Center for Service Leadership, Arizona State University, Phoenix, Tempe, (2007-present)

Research Area Coordinator Consumer Well-Being, AiMark, (2008-present)

Department Chair, Department of Marketing, Faculty of Economics and Business, University of Groningen (2009-2016)

Research Professor of Marketing (0,2 FTE), BI Norwegian Business School (2012-2014)

Visiting Professor of Marketing, BI Norwegian Business School (2014-2016)

Director University Groningen Business School (2016-present)

Visiting Professor University of St. Gallen (2016-2017)

Director, University of Groningen Business School (2016-2019)

Director, Groningen Digital Business Centre (2017-2019)

Interim Vice-Dean (Education), Faculty of Economics and Business, (2019)

Dean, Faculty of Economics and Business (2019-present)

Pro-Rector, University of Groningen (2020-present)

Chair, Deans Council Economics and Business Faculties, Netherlands (2022-present)

### RECOGNITIONS

Fellow FEBRI, University of Groningen, (2005 present)

Academic Trustee, AIMARK, (2013-present)

Academic Trustee, Marketing Science Institute, (2016-2020)

Academic Fellow, Marketing Science Institute, (2020-present)

EMAC Fellow, (2018-present)

## RESEARCH ACTIVITIES

### REFEREED ARTICLES IN JOURNALS

1. How is retargeting related to purchase incidence, channel choice, and purchase quantity?, *Marketing Letters*, (with Tanya Mark, Tirtha Dar and Katherine N. Lemon), forthcoming
2. Business Value of SME Digitalization: When Does It Pay off More? *European Journal of Information Systems*. (with Nicolai Fabian, John Dong and Thijs Broekhuizen), forthcoming
3. The market for privacy: Understanding how consumers trade off privacy practices (with Felix Eggers, Frank Beke and Jaap Wieringa), *Journal of Interactive Marketing*, forthcoming.
4. "The Effects of Cultural Differences on Consumers' Willingness to Share Personal Information, (with Christopher Schumacher, Felix Eggers and Peter Maas), *Journal of Interactive Marketing*, 2023, 58 (1), 72-89
5. Reflections and Predictions on Effects of COVID-19 Pandemic on Retailing (with Corine Noordhoff and Laurens Sloot). *Journal of Service Management*, 2023, 34 (2), 274-293

#### **Invited article for special section**

6. Consumers' privacy calculus: The PRICAL index development and validation (with Frank Beke, Felix Eggers and Jaap Wieringa). *International Journal of Research in Marketing*, 2022, 39(1), 20-41
7. Does sustainability sell? The impact of sustainability claims on the success of national brands' new product introductions (with Jenny van Doorn and Hans Risselada). *Journal of Business Research*, 2021, 137, 182-193

#### **Also appeared as MSI working paper**

8. Synergistic and cannibalization effects in a partnership loyalty program (with Mathilda Dorotic, Dennis Fok and Tammo H.A. Bijmolt), *Journal of the Academy of Marketing Science*, 2021, 49 (5), 1021-1042
9. Omni-Channel Retailing: Some Reflections, *Journal of Strategic Marketing*, 2021, 29 (7), 608-616

#### **Invited article for special issue on omni-channel retailing**

10. The effect of permanent product discounts and order coupons on purchase incidence, purchase quantity, and spending (with Huan Liu, Lara Lobschat and Hong Zhao), 2021, *Journal of Retailing*, 97 (3), 377-393

11. Do Offline and Online Go Hand in Hand? Cross-channel and Synergy Effects of Direct Mailing and Display Advertising (with Lisan Lesscher and Lara Lobschat), 2021, *International Journal of Research in Marketing*, 38 (3), 678-697  
**Also appeared as MSI working paper**
12. The impact of hard discounter presence on store satisfaction and store loyalty (with Auke Hunneman and Laurens M. Sloot), *Journal of Retailing and Consumer Services*, 2021, 59, (13), 102405
13. Digital transformation: A multidisciplinary reflection and research agenda (with Thijs Broekhuizen, Yakov Bart, Abhi Bhattacharya, John Qi Dong, Nicolai Fabian & Michael Haenlein), 2021, *Journal of Business Research*, 122, 889-901
14. Antecedents of Web rooming in Omnichannel Retailing (with Kristina Kleinlercher, Marc Lizmaijer and Thomas Rudolph), *Frontiers in Psychology*, 11, 1-15
15. Sustainability Claims and Perceived Product Quality: The Moderating Role of Brand CSR (with Jenny van Doorn and Hans Risselada), 2020, *Sustainability*, 12 (9), 1-8
16. “Marketing Perspectives on Digital Business Models: A Framework and Overview of the Special Issue” (with Tammo Bijmolt), 2019, *International Journal of Research in Marketing*, 36 (3), 341-349
17. “Loyalty formation for different customer journey segments” (with Dennis Herhausen, Kristina Kleinlercher, Oliver Emrich and Thomas Rudolph), 2019 *Journal of Retailing*, 95 (3), 9-29  
**Lead Article**  
**Winner Davidson Award 2019 (Best Paper); Winner Best Paper Award in Retailing and Pricing 2020, AMA SIG Retailing and Pricing**
18. “Moving Forward: The Role of Marketing in Fostering Public Transport Usage” (with Maarten Gijzenberg), 2018, *Journal of Public Policy & Marketing*, 38(3) 354-371
19. “App Adoption: The Effect on Purchasing of Customers who have used a Mobile Website Previously” (with Huan Liu, Lara Lobschat and Hong Zao), 2018, *Journal of Interactive Marketing*, 47, 16-34
20. "Device Switching in Online Purchasing: Examining the Strategic Contingencies" (with Evert de Haan, PK Kannan and Thorsten Wiesel), 2018, *Journal of Marketing*, 82 (5), 1-19  
**Lead Article**
21. “Introduction to Special Issue: Consumer Response to the Evolving Retailing Landscape”, (with Barbara E. Kahn and J. Jeffrey Inman), 2018, *Journal of the Association of Consumer Research* 3(3), 255–259

22. "Websites as Information Hubs - How Informational Channel Integration and Shopping Benefit Density Interact in Steering Customers to the Physical Store" (with Kristina Kleinkercher, Oliver Emrich, Dennis Herhausen, and Thomas Rudolph) 2018, *Journal of the Association of Consumer Research*, 3 (3), 330-342
23. "Multi-channel Retailing: A Research Agenda and Overview" (with Huan Liu and Lara Lobschat), 2018, *Foundations and Trends in Marketing*®, 12 (1), 1-79
24. "Consumer Informational Privacy: Current Knowledge and Research Directions" (with Frank T. Beke and Felix Eggers), 2018, *Foundations and Trends in Marketing*®, 11 (1), 1-72
25. "Good, Better, Engaged?: The Effect of Firm-Initiated Customer Engagement Behavior on Shareholder Value" (with Sander F.M. Beckers and Jenny van Doorn), 2018, *Journal of the Academy of Marketing Science*, 46 (3), 366-383  
**Lead Article**
26. "Consumer Connectivity in a Complex, Technology-Enabled, and Mobile-Oriented World with Smart Products" (with Andrew T. Stephen, P.K. Kannan, Xueming Luo, Vibhanshu Abhishek, Michelle Andrews, Yakov Bart, Hannes Datta, Nathan Fong, Donna L. Hoffman, Mandy Mantian Hu, Tom Novak, William Rand, Yuchi Zhang), 2017, *Journal of Interactive Marketing*, 40 (1), 1-8  
**Lead Article**
27. "The Impact of Corporate Social Responsibility on Customer Attitudes and Retention - The Moderating Role of Brand Success Indicators" (with J. van Doorn, M. Onrust, M.S. Bügel), 2017, *Marketing Letters*, 28 (4), 607-619
28. "The impact of positive and negative emotions on loyalty intentions and their interactions with customer equity drivers" (with Y.C. Ou), 2017, *Journal of Business Research*, 80, 106-115
29. "Developing an Analytical Based Service Improvement System for the National Dutch Railways" (with Martin Heijnsbroek and Joost Bosma), 2017, *Interfaces*, 47 (6), 489-504  
**(Finalist ISMS Gary Lilien Practice Prize 2016)**
30. "Permission Marketing and Privacy Concerns - Why Do Customers (Not) Grant Permissions" (with Manfred Krafft and Christen Arden), 2017, *Journal of Interactive Marketing*, 39 (3), 39-54  
**Winner of Best Paper for Research on the Practice of Marketing as it relates to Innovation, Technology and Interactivity (given by the American Marketing Association's Innovation, Technology and Interactivity Special Interest Group and the Lazaridis Institute for Management of Technology Enterprises at Wilfrid Laurier University).**

31. "The moderating role of shopping trip type in store satisfaction formation" (with Auke Hunneman and Laurens M. Sloot), 2017, *Journal of Business Research*, 78 (September), 133-142.
32. "The Showrooming Phenomenon: It's More Than Just about Price" (with Sonja Gensler and Scott A. Neslin), 2017, *Journal of Interactive Marketing*, 39 (2), 29-43  
**Best Paper Award 2018**
33. "No Future Without the Past? Predicting Churn in the Face of Customer Privacy" (with N. Holtrop, J.E. Wieringa, and M. Gijzenberg) 2017, *International Journal of Research in Marketing*. 34 (1), 154-172  
**Winner of EMAC Sheth Dissertation Award**
34. "The Effects of Customer Equity Drivers on Loyalty across Services Industries andFirms" (with Yi-Chun Ou and Thorsten Wiesel), 2017, *Journal of the Academy of Marketing Science*, 45 (3), 336-35
35. "Understanding the Customer Experience throughout the Customer Journey" (with Katherine N. Lemon), 2016, *Journal of Marketing*, 80 (6), 69-96  
**Invited for Special Issue Frontiers in Marketing MSI**  
**Finalist Maynard/Hunt Best Paper Award 2016**  
**Finalist MSI Paul Root Award 2016**  
**Highly Commended Service Article by AMA ServSIG 2016**  
**Finalist Sheth JM Foundation Award for long-term impact (outcome not yet known)**
36. "The Path to Purchase and Attribution Modeling:Introduction to Special Section" (with PK Kannan and Werner Reinartz), 2016, *International Journal of Research in Marketing*, 33 (3), 449-456
37. "Regular or low-fat? An investigation of the long-run impact of the first low-fat purchase on subsequent purchase volumes and calories"(with Kathleen Cleeren, Kelly Geyskens and Joost Pennings), 2016, *International Journal of Research in Marketing*, 33 (4), 896-906  
**Finalist IJRM Best Paper Award 2016**
38. "Segmenting Consumers according to Their Purchase of Products with Organic, Fair-Trade, and Health Labels" (with Jenny van Doorn), 2016, *Journal of Marketing Behavior*, 2 (1), 19-37
39. "Indicators of Opinion Leadership in Customer Networks: Self-reports and Degree Centrality" (with Hans Risselada and Tammo Bijmolt), 2016, *Marketing Letters*, 27 (3), 449-460
40. "Recasting the customer experience in today's omnichannel environment" (with I. Melero and F.J. Sese), 2016. *Universia Business Review*, 50, 18-37

41. "Merging data streams: The real challenge of big data" (with Edwin Kooge and Natasha Walk), 2016, *Research World*, 56, 34-37
42. "The Impact of a Homogenous versus a Prototypical Web design on Online Retail Patronage for Multichannel Providers", (with Oliver Emrich), 2015, *International Journal of Research in Marketing*, 32(4), 363-374.
43. "The predictive ability of different customer feedback metrics for retention." (with Evert de Haan and Thorsten Wiesel), 2015, *International Journal of Research in Marketing*, 32 (2), 195-206  
**Finalist IJRM Best Paper Award 2015**
44. "Losses Loom Longer Than Gains: Modeling the Impact of Service Crises on Perceived Service Quality over Time"(with Maarten Gijsenberg and Harald J. van Heerde), 2015, *Journal of Marketing Research*, 52(5), 642-656.  
**Highly Commended Service Article by AMA ServSIG 2015**
45. "The Impact of Consumer Confidence on Store Satisfaction and Share of Wallet Formation" (with Auke Hunneman and Laurens M. Sloot), 2015, *Journal of Retailing*, 91 (3), 516-532
46. "Drivers of and Barriers to Organic Purchase Behavior" (with Jenny van Doorn), 2015, *Journal of Retailing*, 91 (3), 436-450  
**Finalist Davidson Award (Best Paper) 2016**
47. "From Multi-Chanel Retailing to Omni-Channel Retailing Introduction to the Special Issue on Multi-Channel Retailing" (with PK Kannan and Jeffry Inman), 2015, *Journal of Retailing*, 91 (2), 174-182
48. "Customer Value Modelling in the Energy Market and a Practical Application for Marketing Decision Making" (with Lhoest-Snoeck, Sietske & Erjen van Nierop), 2015, *International Journal of Electronic Customer Relationship Management*, 9 (1), 1-32
49. "Reward Redemption Effects in a Loyalty Program when Customers Choose how much and when to Redeem" (with Matilda Dorotic, Dennis Fok & Tammo H.A. Bijmolt), 2014, *International Journal of Research in Marketing*, 31 (4), 339-355  
**Lead Article**
50. "Customer Responses to Channel Migration Strategies toward the E-channel" (with Debra Trampe & Umut Konus), 2014, *Journal of Interactive Marketing*, 28 (4), 257-270
51. "The Interrelationships between Brand and Channel Choice" (with Scott A. Neslin, Kinshuk Jerath, Anand Bodapati, John Deighton, Sonja Gensler, Leonard Lee, Elisa Montaguti, Rahul Telang, Eric. T. Bradlow, Raj Venkatesan, & John Zhang), 2014, *Marketing Letters*, 25 (3), 319-330



52. "For New Customers only: A Study on the Effect of Acquisition Campaigns on a Service Company's Existing Customers' CLV" (with Sietske Lhoest-Snoeck & Erjen van Nierop), 2014, *Journal of Interactive Marketing*, 28 (3), 210-224
53. "The Role of Consumer Confidence in Creating Customer Loyalty", (with Yi-Chun Ou, Lisette de Vries & Thorsten Wiesel), 2014, *Journal of Service Research*, 17 (3), 339-354
54. "Dynamic Effects of Social Influence and Direct Marketing on the Adoption of High-Technology Products," (with Hans Risselada & Tammo H.A. Bijmolt), 2014, *Journal of Marketing*, 78 (2), 52-68  
**Finalist Harald M. Maynard Award 2015**  
**Finalist MSI Paul H. Root Award 2015**
55. Challenges and Solutions for Marketing in a Digital Area (with Peter S.H. Leeflang, Tjark Freundt & Peter Dahlström), 2014, *European Management Journal*, 32 (1), 1-12  
**Lead Article**
56. "The Effect of Search Channel Elimination on Purchase Incidence, Order Size and Channel Choice", 2014, *International Journal of Research in Marketing*, (with Umut Konus and Scott A. Neslin), 31 (1), 49-64
57. "Understand the Perils of Cocreation" (with Sander F.M. Beckers and Jenny van Doorn), 2013, *Harvard Business Review*, 91(September), 28
58. "The Effect of Mailing Design Characteristics on Direct Mail Campaign Performance" (with Sebastian Feld, Kay Peters, Heiko Frenzen and Manfred Krafft), 2012, *International Journal of Research in Marketing*, 30 (2), 143-159
59. "Successful Customer Value Management: Key Lessons and Emerging Trends" (with Katherine N. Lemon), 2013, *European Management Journal*, 31, 1-15  
**Lead Article**
60. "Understanding Consumers' Multichannel Choices across the Different Stages of the Buying Process" (with Sonja Gensler and Martin Böhm), 2012, *Marketing Letters*, 23 (4), 987-1003
61. "Loyalty Programmes: Current Knowledge and Research Directions" (with Matilda Dorotic, and Tammo H.A. Bijmolt), 2012, *International Journal of Management Reviews*, 4 (3), 217-237
62. "Generating Global Brand Equity through Corporate Social Responsibility to Key Stakeholders" (with Anna Torres, Jose Antoinio Tribo and Tammo H.A. Bijmolt), 2012, *International Journal of Research in Marketing*, 29 (1), 13-24

63. "Assessing Consequences of Component Sharing Across Brands in the Vertical Product Line in the Automotive Market" (with Koen H. Pauwels and Mirjam A. Tuk), 2012, *Journal of Product Innovation Management*, 29 (4), 559-572
64. "Towards a Further Understanding of the Antecedents of Retailer New Product Adoption" (with Yvonne van Everdingen, Laurens M. Sloot and Erjen van Nierop), 2011, *Journal of Retailing*, 89 (4), 579-597
65. "Do Vendors Benefit from Promotions in Multi-Vendor Loyalty Programs" (with Matilda Dorotic, Dennis Fok and Tammo H.A. Bijmolt), 2011, *Marketing Letters*, 22 (4), 341-356
66. "Differences in Willingness to Pay for Organic Products between Virtue and Vice Food" (with Jenny van Doorn), 2011, *International Journal of Research in Marketing*, 28 (3), 167-180  
**Lead article**
67. "A Cross-National Investigation into the Marketing Department's Influence within the Firm: Towards Initial Empirical Generalizations" (Peter S.H. Leeflang, Jochen Reiner, Martin Natter, Amir Grinstein, Bill Baker, Anders Gustafson and John Saunders), 2011, *Journal of International Marketing*, 19 (3), 59-86  
**Marketing Science Institute working paper, finalist for Robert D. Buzzel Award.**
68. "The Effects of Pricing and Advertising on Relationship Duration in a Liberalizing Market" (with Yolanda Polo and Javier Sesé), 2011, *Journal of Interactive Marketing*, 25 (4), 201-214
69. "Customer Intimacy and Commitment to Relationships with Firms in Five Different Sectors: Preliminary Evidence" (with Marnix Bügel and Bram Buunk), 2011, *Journal of Retailing and Consumer Services*, 18, 247-258
70. "Drivers of Peak-Sales for Pharmaceutical Brands" (with Marc Fisher and Peter S.H. Leeflang), 2010, *Quantitative Marketing and Economics*, 8 (4), 429-460
71. "Staying Power of Churn Prediction Models" (with Hans Risselada and Tammo H.A. Bijmolt), 2010, *Journal of Interactive Marketing*, 24 (3), 198-208  
**Winner of Best Paper Award 2011**
72. "Customer Engagement as a New Perspective in Customer Management" (with Werner Reinartz and Manfred Krafft), 2010, *Journal of Service Research*, 13 (3), 247-252
73. "Customer Engagement Behavior: Theoretical Foundations and Research Directions" (with Jenny van Doorn, Katherine N. Lemon, Vikas Mittal, Stephan Nass, Doreén Pick and Peter Pirner), 2010, *Journal of Service Research*, 13 (3), 253-266  
**Finalist Best paper Award 2011**

74. “CRM in Data Rich Multichannel Retailing Environments: A Review and Future Research Directions” (with Rajkumar Venkatesan, Leigh McAllister, Edward C. Malthouse, Manfred Krafft, and Shankar Ganesan), 2010, *Journal of Interactive Marketing*, 24 (2), 121-137
75. “A Comparison of the Commitment of Customers in five branches with the Psychological Investment Model“ (with Marnix Bügel and Bram Buunk), 2010, *Journal of Relationship Marketing*, 9 (1), 2-29
76. “The Impact of Adoption Timing on New Service Usage and Early Disadoption”(with Remco Prins and Philip Hans Franses), 2009, *International Journal of Research in Marketing*, 26 (4), 304-313
77. “Customer Experience: Determinants, Dynamics and Management Strategies”, (with Katherine N. Lemon, A. Parasuraman, Anne Roggeveen, Leonard L. Schlessinger & Michael A. Tsiros), 2009, *Journal of Retailing*, 85 (1), 31-41  
**Best Cited Paper Journal of Retailing 2012**  
**Most Downloaded Paper Science Direct Dutch Based Authors 2014**
78. “Understanding the Drivers of Marketing Department’s Influence within the Firm”, (with Peter S.H. Leeflang), 2009, *Journal of Marketing*, 73 (2), 14-37  
**Also appeared as MSI Working paper Report No .08-104, Boston**  
**Winner Harald M. Maynard Award 2009 (Best paper award *Journal of Marketing*)**
79. “The Selection of B2B Service Providers”, (with Stefan Wuyts and Remco Prins), 2009, *International Journal of Research in Marketing*, 26 (1), 41-51
80. “Creating Lift versus Building the Base: Current Trends in Marketing Dynamics”, (with Leeflang, Peter S.H., Tammo H.A. Bijmolt, Jenny van Doorn, Dominique H. Hanssens, Harald J. van Heerde, & Jaap E. Wieringa), 2009, *International Journal of Research in Marketing*, 26 (1), 13-20
81. “Multi-channel Customer Segmentation”, (with Umut Konus and Scott A. Neslin), 2008, *Journal of Retailing*, 84 (4), 398-413  
**Lead Article**  
**Replicated in De Keyser et al. (2015), *International Journal of Research in Marketing***
82. “Understanding the Impact of Brand Delisting on Brand Switching and Store Switching Intentions” (with Laurens M. Slood), 2008, *Journal of Retailing*, 84 (3), 281-296
83. “Critical Incidents and the Impact of Satisfaction on Customer Share” (with Jenny van Doorn), 2008, *Journal of Marketing*, 72 (4), 123-142  
**Also appeared as MSI Working paper Report No .07-101, Boston**

84. “Expanding Business-to-Business Customer Relationships: Modeling the Customer’s Upgrade Decision” (with Ruth Bolton and Kay Lemon), 2008, *Journal of Marketing*, 72 (1), 46-64
85. “Customer Value Management: An Overview and Research Agenda” (with Jenny van Doorn and Mathilda Dorotic), 2007, *Marketing – Journal of Research in Management*, 2, 51-69
86. “Understanding Customer Switching Behavior in a Liberalizing Market: An Exploratory Study”, (with Jaap E. Wieringa), 2007, *Journal of Service Research*, 10 (2), 174-186,
87. “Multichannel Customer Management: Understanding the Research Shopper Phenomenon” (with Scott A. Neslin and Björn Vroomen), 2007, *International Journal of Research in Marketing*, 24 (2), 129-148  
(Also appeared as MSI Working paper Report No .06-126, Boston)  
**Winner Steenkamp Long-Term Impact Award IJRM 2020**  
**Finalist Steenkamp Long-Term Impact Award IJRM 2017, 2018, 2019**
88. “Modeling CLV: A Test of Competing Models in the Insurance Industry” (with Bas Donkers and Martijn de Jong), 2007, *Quantitative Marketing and Economics*, 5 (2), 163-190
89. “The Quest for Citations: Drivers of Article Impact“ (with Stefan Stremersch and Isabel Verniers), 2007, *Journal of Marketing*, 71 (3), 171-193
90. “Marketing Communication Drivers of Adoption Timing of a New E-Service Among Existing Customers” (with Remco Prins), 2007, *Journal of Marketing*, 71 (2), 169-183
91. “The Importance of Non-linear Relationships between Attitude and Behaviour in Policy Research (with Jenny van Doorn and Tammo H.A. Bijmolt), 2007, *Journal of Consumer Policy*, 30 (2), 75-90
92. “The Effect of Virtual Community Satisfaction on Membership Participation” (with Fred Langerak, Kristine de Valck and Peeter W. Verlegh), 2007, *British Journal of Management*, 218, 241-256
93. “Understanding Brand and Dealer Retention in the New Car Market: The Moderating Role of Brand Tier” (with Fred Langerak and Bas Donkers), 2007, *Journal of Retailing*, 83 (1), 97-113
94. “Challenges and Opportunities in Multichannel Customer Management”, (with Scott A. Neslin, Dhruv Grewal, Robert Leghorn, Venky Shankar, Marije L. Teerling and Jacquelyn S. Thomas), 2006, *Journal of Service Research*, 9 (2), 95-112

95. "The Short- and Long-term Impact of an Assortment Reduction on Category Sales" (with Laurens Sloot and Dennis Fok), 2006, *Journal of Marketing Research*, 46 (4), 536-548  
**Also appeared as MSI Working paper Report No .06-106, Boston**
96. "Globalization of Marketing Discipline: Does it Help or Hinder the Field", (with Stefan Stremersch), *Marketing Science*, 2005, 24 (4), 585-594
97. "Optimizing Marketing Interventions Mix in Intermediate CRM", (with Roland T. Rust), *Marketing Science*, 2005, 24 (3), 477-489
98. "Choice Models and Customer Relationship Management", (with Carl Mela, Wagner Kamakura, Asim Ansari, Anand Bodapati, Pete Fader, Raghuram Iyengar, Prasad Naik, Scott Neslin, Baohong Sun, Michel Wedel, Ron Wilcox), *Marketing Letters*, 16 (3/4), 279-291
99. "Selecting Profitable Customers for Complex Services on the Internet", (with Björn Vroomen, Bas Donkers and Philip Hans Franses), *Journal of Service Research*, 2005, 8 (1), 37-47
100. "Explaining Purchase Behavior of Organic Meat by Dutch Consumers", *European Review of Agricultural Economics*, 2005, 32 (2), 245-267
101. "The Impact of Brand and Category Characteristics on Consumer Stock-out Reactions" (with Laurens Sloot and Philip Hans Franses), 2005, *Journal of Retailing*, 81 (1), 15-34
102. "The Effect of Acquisition Channels on Customer Retention and Cross-Buying" (with Bas Donkers), *Journal of Interactive Marketing*, 2005, 19 (2), 31-43
103. "The Theoretical Underpinnings of Customer Asset Management: A Framework and Propositions for Future Research", (with Ruth N. Bolton and Katherine N. Lemon), *Journal of the Academy of Marketing Science*, 2004, 32 (3), 271-292
104. "Service Processes as a Sequence of Events: An Application to Service Calls" (with Gerrit Antonides and Arnoud N. de Hoog), *Journal of Service Research*, 2004, 7 (1), 53-64  
**Finalist for the IBM Best Article Award for 2005**
105. "Understanding the Effect of Customer Relationship Management Efforts on Customer Retention and Customer Share Development", *Journal of Marketing*, 2003, 67 (October), 30-45  
**Winner Sheth Foundation Award**  
**Winner of Donald R. Lehmann Award**
106. "Using Selective Sampling for Binary Choice Models to Reduce Survey Costs" (with Bas Donkers and Philip Hans Franses), *Journal of Marketing Research*, 2003, 40 (4), 492-497

107. "Combining Revealed and Stated Preferences to Forecast Customer Behavior: Three Case Studies" (with Philip Hans Franses), *International Journal of Market Research*, 2003 45 (4), 467-474
108. "Strategically Embedding CRM" (with Fred Langerak), *Business Strategy Review*, 2003, 14 (4), 73-80
109. "The Commercial Use of Segmentation and Predictive Modeling Techniques for Database Marketing in the Netherlands" (with Penny N. Spring, Janny C. Hoekstra and Peter S.H. Leeftang), *Decision Support Systems*, 2003, 34, 471-481
110. "Eleven Misconceptions about Customer Relationship Management" (with Fred Langerak), *Business Strategy Review*, 2002, 13 (4), 70-76
111. "Consumer Perception and Evaluation of Waiting Time: A Field Experiment" (with Gerrit Antonides and Marcel van Aalst), *Journal of Consumer Psychology*, 2002, 12 (3), 193-202
112. "The Effect of Relational Constructs on Customer Referrals and Number of Services Purchased From a Multiservice Provider: Does Age of Relationship Matter?", (with Philip Hans Franses and Janny C. Hoekstra)", *Journal of the Academy of Marketing Science*, 2002, 30 (3), 202-16
113. "Linking Customer Assets to Financial Performance" (with John E. Hogan, Donald R. Lehmann, Maria Merino, Rajendra K. Srivastava, Jacquelyn S. Thomas), 2002, *Journal of Service Research*, 5 (1), 26-38
114. "Changing Perceptions and Changing Behavior in Customer Relationships" (with Philip Hans Franses and Bas Donkers), *Marketing Letters*, 2002, 13 (2), 121-34
115. "Strategic Reactions of National Brand Manufacturers towards Private Labels" (with Ed Nijssen and Laurens M. Sloot), *European Journal of Marketing*, 2002, 36 (11/12), 1309-1327
116. "The Effect of Satisfaction and Payment Equity on Cross Buying: A Dynamic Model for a Multi-Service Provider" (with Philip Hans Franses and Janny C. Hoekstra), *Journal of Retailing*, 2001, 77 (3), 359-78
117. "Predicting Customer Potential Value: An Application to the Insurance Industry" (with Bas Donkers), *Decision Support Systems*, 2001, 32, 189-99
118. "Possible determinants of consumers' adoption of electronic grocery shopping", (with Fred Langerak), *Journal of Retailing and Consumer Services*, 2001 (8) 5, 275-85
119. "The Effectiveness of Direct Response Radio Commercials, Results of a Field Experiment in the Netherlands" (with Janny C. Hoekstra and Marcel van Aalst), *European Journal of Marketing*, (34), 2000, 143-55

120. "Status of Database Marketing in the Dutch Fast Moving Consumer Goods Industry" (with Janny C. Hoekstra), *Journal of Market-Focused Management*, 1999, (3), 313-32

#### REFEREED ARTICLES IN BOOKS AND SERIES

1. Customer Feedback Metrics for Marketing Accountability (with Evert de Haan and Thorsten Wiesel), in: *Review of Marketing Research Vol. 18* (eds. V. Kumar and David Stewart). Emerald Publishing Limited, Bingley, pp. 49-74
2. Omnichannel Retailing: A Consumer Perspective (with Koert van Ittersum, PK Kannan & Jeff Inman), In: *APA Handbook of Consumer Psychology*, (Eds. LynKahle, Tina Lowrey & Joel Huber), American Psychological Association, 649-679
3. "Customer Experience Creation in Today's Digital World", 2021, In: *The Routledge Companion to Strategic Marketing*, (Eds. Bodo Schlegelmilch & Russ Winer), Routledge, 107-122
4. "Loyalty Programs: Current Insights, Research Challenges, and Emerging Trends" (with T.H.A. Bijmolt), 2017,. In: *Handbook of Marketing Decision Models*. International Series in Operations Research & Management Science, vol 254. (Eds. Wierenga B., van der Lans R.), Springer, Cham, pp. 143-165
5. "Happy Users, Grumpy Bosses: Current Community Engagement Literature and the Impact of Support Engagement in B2B Setting on User and Upper Management Satisfaction" (with Sander F.M. Beckers, S.A. Bonen, Paul W. Fombelle, Jenny van Doorn and K.R. Ray), 2017, in *Customer Engagement Marketing*, (Eds Robert W. Palmatier, V. Kumar, and Coleen Harmeling), Palgrave, pp. 141-170
6. "Economic outcomes of customer engagement: Emerging findings, contemporary theoretical perspectives and future challenges" (with Sander F.M. Beckers and Jenny van Doorn), 2016, in *Customer Engagement; Contemporary Issues and Challenges* (eds. Roderick J. Brodie, Linda L. Hollebeek and Juliet Conduit), 2016, Routledge, New York, pp. 21-52

7. "Customer acquisition strategies: A customer equity management perspective" (with Kay Peters and Manfred Krafft), *Handbook of Customer Equity Management* (eds. V. Kumar and Denish Shah), 2015, Edgar Elgar Publishing, Cheltenham UK, pp. 227-264
8. "Advances in Customer Value Management" (with Katherine N. Lemon) in *Handbook of Relationship Marketing* (eds. Robert M. Morgan, Janet Parish and George Detz), 2015, Edgar Elgar Publishing, Cheltenham UK, pp. 75-103
9. "Customer engagement: A new frontier in customer value management" (with Sander F.M. Beckers and Hans Risselada), in *Handbook on Research in Service Marketing* (eds. Roland T. Rust and M.H. Huang), 2014, Cheltenham UK: Edward Elgar Publishing Ltd, 97-122
10. "The Marketing Finance Interface: An Organizational Perspective"(with Joost M.E. Pennings), in *Handbook of Marketing and Finance* (eds. Shankar Ganesan and Sundar S. Bharadwaj), 2012, Edward Elgar, Cheltenham UK., p. 225-243
11. "Multichannel Customer Management Strategy", in *Handbook of Marketing Strategy* (eds. Venkatesh Shankar and Gregory Carpenter), 2012, Edward Elgar, Cheltenham UK, p.135-150
12. "Customer Value Management: Optimizing the Value of the Firm's Customer Base" (with Katherine N. Lemon), 2011, *Fast Forward Paper Series, Marketing Science Institute*, Boston
13. "Direct-to-Consumer Advertising," (with Janny C. Hoekstra) in: *The International Encyclopedia of Communication* / (ed. Donsbach), Volume IV. Wiley-Blackwell (Oxford, UK and Malden, MA), 1323-1325
14. "Out-of-Stock: Reactions, Antecedents, Management Solutions, and a Future Perspective (with Laurens Sloot)", In Krafft M. and Mantrala M. (eds.), *Retailing in the 21<sup>st</sup> Century*, Springer, 2005, 239-254
15. "Managerial misconceptions about CRM".(with Fred Langerak) In Crainer, S. and Dearlove, D. (eds.), *Financial Times Handbook of Management*, 3<sup>rd</sup> edition, Pearson Higher Education, London, 2004, 387-400

#### REFEREED ARTICLES IN DUTCH SCIENTIFIC JOURNALS

1. "Marketing van Professionele Diensten en Professionele Dienstverlening", (with Peter S.H. Leeflang), *Maandblad voor Accountancy en Bedrijfseconomie*, 2014, 88 (7/8), 270-273



2. "Gebruik van Customer Feedback Metrics door Dienstverleners", (with Evert de Haan and Thorsten Wiesel), *Maandblad voor Accountancy en Bedrijfseconomie*, 2014, 88 (7/8), 274-281
3. "Houdbaarheid van Churnvoorspellingsmodellen", (with Hans Risselada and Tammo H.A. Bijmolt), *Jaarboek van Marktonderzoek Associatie*, 2013, 217-234  
**Winner MOA Wetenschapsprijs 2013**
4. "Wel of niet op het schap? Hoe retailers beslissingen nemen ten aanzien van de adoptie van nieuwe producten" (with Laurens Sloot, Yvone van Everdingen en Erjen van Nierop), *Jaarboek van MarktonderzoekAssociatie*, 2012, 139-162
5. "Een vergelijking van de klantenbinding in vijf branches aan de hand van het psychologische investeringsmodel" (with Marnix S. Bügel en Bram A.P. Buunk), *Jaarboek Ontwikkelingen in het Marktonderzoek*, 2009, 133-151
6. "Consumentenreacties bij assortimentsreducties"(with Laurens M. Sloot and Dennis Fok), *Recente Ontwikkelingen in het Marktonderzoek*, 2007, 31-52
7. "Publicatiedrift van Nederlandse Marketingwetenschappers" (with Stefan Stremersch), *Recente Ontwikkelingen in het Marktonderzoek*, 2006, 143-158
8. "Customer Lifetime Value: Een Overzicht van de Literatuur", *Tijdschrift voor Economie en Management*, 2004, XLIX (Februari), 79-104
9. "Het Verklaren van Consumentenreacties bij Out-of-stock " (with Laurens Sloot, Rocco Kellevink, Harry Commandeur and Ed Peelen), *Recente Ontwikkelingen in het Marktonderzoek*, 2004, 101-119
10. "Steekproeftrekking bij Onderzoek naar Zeldzame Uitkomsten", (with Bas Donkers and Philip Hans Franses), *Recente Ontwikkelingen in het Marktonderzoek*, 2003, 221-231
11. "De Beïnvloeding van Percepties en Evaluaties van Telefonische Wachttijden", (with Gerrit A. Antonides and Marcel van Aalst), *Recente Ontwikkelingen in het Marktonderzoek*, 2002, 257-70
12. "Database Marketing Intuïtie of Modellen?", (with Janny C. Hoekstra, Peter S.H. Leeflang and Penny Spring), *Bedrijfskunde*, 2002, 74 (2), 66-72
13. "De Invloed van Tevredenheid op Cross-Buying, Koppeling Vragenlijst Data met de Klantendatabase", (with Philip Hans Franses and Janny C. Hoekstra), *Recente Ontwikkelingen in het Marktonderzoek*, 2001, 58-73

14. "De Intentie om te Gaan Teleshoppen. Een Empirische Analyse van Beïnvloedende Factoren", (with Fred Langerak), *Maandblad voor Accountancy en Bedrijfseconomie*, 1999, 393-400

#### BOOK REVIEWS

1. "Customer Equity: Building and Managing Relationships as Valuable Assets by Blattberg R.C., Getz G., Thomas J.S.", *Long Range Planning*, 2002, 35 (6), 657-661
2. "De Klant Bezien als Asset", *Management en Organisatie*, 2002, 56 (3), 80-83
3. "Driving Customer Equity" (with Harry Commandeur), *Long Range Planning*, 2001, 34 (6), 759-62
4. "Klantwaarde als Strategische Uitgangspunt", *Management en Organisatie*, 2001, 55 (3), 85-89

#### NON-REFEREED PUBLICATIONS

1. Transformatie-agenda voor economie en bedrijfskunde. *Economisch Statistische Berichten (with all Dutch Deans)*, 2023, 107(4816), 566-569.
2. "Vertrouwen in banken afgelopen jaren licht gestegen" (2020) (with Merle Baake), *Economische Statistische Berichten*, 104 (4778), 482-483
3. "Hoe verbetert de NS de Klantbeleving" (with Joost Bosma and Martin Heijnsbroek), *Tijdschrift voor Marketing*, 2017, April, 42-45
4. Marketing. (with P.S.H. Leeflang and P.W.J. Verlegh), in S. Philippen, & G. Werner (Eds.), *Canon van de economie*. (pp. 235-256). ESB BV.
5. "Operationalisering' van klantgerichtheid: omgaan met onvermijdelijke dilemma's", *Holland Management Review*, 30 (152), 54-65
6. "Klant Centraal - Inzichten uit de marketingwetenschap", *Holland Management Review*, 30 (151), 8-17
7. "Digitale Marketing: Uitdagingen en Oplossingen"(with Peter S.H. Leeflang, Peter Dahlström and Tjark Freundt), *Holland Management Review*, 30 (148), 41-49
8. "Verbeterde klantprestaties van bank" (with Tryntsje Hoving-Wesselijs, Marnix Bügel and Thorsten Wiesel), *Economische Statistische Berichten*, 2012, 97 (4628), 85-87

9. “Dutch Customer Performance Index 2012: Univé levert beste klantprestaties” (with Bügel, Marnix S., Tryntsje Hoving-Wesselius, Thorsten Wiesel, Evert de Haan, Jelle T. Bouma, Linda Teunter and Toon Alleman), *Tijdschrift voor Marketing*, 2013, Februari, 25-29
10. “Reducing Assortments without Losing Business: Key Lessons for Retailers and Manufacturers” (with Laurens Sloot), 2012, *GfK Marketing Intelligence Review*, 3 (2), 26-33
11. “Dutch Customer Performance Index 2011: IKEA Levert Beste Klantprestaties”, (with Bügel, Marnix S., Tryntsje Hoving-Wesselius, Thorsten Wiesel, Jelle T. Bouma, and Toon Alleman), *Tijdschrift voor Marketing*, 2012, Februari, 44-48
12. “Klantprestaties bij Nederlandse banken in 2011” (with Tryntsje Wesselius, Marnix Bügel and Thorsten Wiesel), 2011, *Economische Statistische Berichten*, 96 (4614&4615): 455-457
13. “Marketing in de Gemeente, Durf, Leiderschap en Balans”, 2010, *Leadership*, 3(10), 38-42
14. “Getting Marketing Back in the Boardroom: The Influence of Marketing Departments in Companies Today” (with Peter S.H. Leeflang), 2010, *GfK Marketing Intelligence Review*, 2 (1), 34-41
14. “Klantprestaties van Nederlandse Banken” (with Tryntsje Wesselius, Marnix Bügel and Thorsten Wiesel), 2010, *Economische Statistische Berichten*, 95(4584), 262-265
15. “De Dutch Customer Performance Index: Het nieuwe Meten van Klantprestaties”(with Jelle Bouma, Toon Alleman, Tryntsje Wesselius, Marnix Bügel and Thorsten Wiesel), 2010, *Tijdschrift voor Marketing*, April, 58-60
16. “Consument wil maar beperkt betalen voor duurzame voeding (with Jenny van Doorn), 2009, *Economische Statistische Berichten*, 94(4570S), 72-77  
*Geïnterviewd door Radio 1 en BNR Nieuwsradio; Interview in Volkskrant*
17. “Der Nichtlineare Zusammenhang Zwischen Einstellungen under Verhalten – Verbraucher mit einem Ausgeprägten Umweltbewusstsein Verhalten sich auch Umweltbewusst“, (with Jenny van Doorn), *Jahrbuch der Absatz- und Verbrauchsforschung*, 2008 (54), 26-41
18. “Leeflang en Verhoef: Waar Staat de Marketingafdeling”, (with Peter S.H. Leeflang), *Tijdschrift voor Marketing*, 2008, (Mei), 48-50
19. “Studie-evaluaties en Marktaandeelen van Universiteiten” (with Erjen van Nierop and Philip Hans Franses), *Economische Statistische Berichten*, 2008, 93 (4352), 216-218
20. “Campaign Trail” (with Christiaan Ph. Koenders and Marijn Knaack), *Marketing Management*, 2008, 17(2), 38-43

21. “De Rol van Marketing in Nederlandse Ondernemingen” (with Peter S.H. Leeftang, Martin Neef and Auke Molendijk), *Holland Management Review*, 25 (117), 59-67
22. “Onderwijskwaliteit aan NL universiteiten” (with Philip Hans Franses), *Economische Statistische Berichten*, 2007, 92 (519), 600-602
23. *Geciteerd in Metro, Spits, Radio 3*
24. “Succesfactoren van Campagneorganisaties”, (with Christiaan H. Koenders), *Tijdschrift voor Marketing*, 2007, (April), 88-93
25. “Strategisch Klantwaardemanagement: Aanjager van Resultaatgedreven Marketing”, *Holland Management Review*, 2006, 23 (110), 19-26
26. “Assortment Unavailability: The Impact of Assortment Reduction on Consumer Behaviour” (with Laurens Sloot and Dennis Fok), 2006, 6 (2), *Executive Outlook*, 8-16
27. "Selectie van Marktonderzoekbureaus: Van Shortlist naar Keuze", (with Stefan Wuyts and Remco Prins), 2006, *Clou*, (Oktober), 38-39
28. “Trends in Marketing en Wetenschap” (with Peter Leeftang and Tammo Bijmolt), *Tijdschrift voor Marketing*, 2007, (september), 92-94
29. “Naar Effectieve Individuele Marketing Communicatie”, *Tijdschrift voor Marketing*, 2006, (mei), 66-67
30. “Consumer Reactions to Out-of-Stocks”(with Laurens Sloot and Philip Hans Franses), *Executive Outlook*, 2006 (March), 38-45
31. “Wetmatigheden in Marketing” (with Peter Leeftang and Tammo H.A. Bijmolt), *Tijdschrift voor Marketing*, 39 (november), 64-65
32. “De Verdwenen Klant: Uitdagingen voor Bedrijven in een ‘Multi-channel-landschap’” (with André Doffer and Eduard de Wilde), *Holland Management Review*, 22 (104), 38-46
33. “Effecten van Assortiments Reducties” (with Laurens M. Sloot), *Tijdschrift voor Marketing*, 2005, 39 (juli-augustus), 40-41
34. “De Multi-Channelende Consument wordt Dominant” (with André Doffer and Eduard DeWilde), *Tijdschrift voor Marketing*, 2005, 39 (mei), 50-52
35. “Loyaal aan de Auto of de Dealer?” (with Fred Langerak), *Economisch Statistische Berichten*, 88 (4415), 476-478

36. "Tien Misvattingen over CRM" (with Fred Langerak), *Customer Base Jaarboek*, 2003
37. "Telecom Bedrijven Moeten Werken aan Klantwaarde" (with Bas Donkers and Coenraad de Vos van Steenwijk), *Marketing Tribune*, 2002, 29 oktober, p. 10-11
38. "Een + Een is Meer dan Twee", *Tijdschrift voor Marketing*, 2002, Februari
39. "Heb geen Vrede met Tevredenheid", *Economische Statistische Berichten*, 2001, 86 (2 november), 844-45
40. "Worden Econometrische Modellen wel Gebruikt in de Marketing Praktijk", *Medium Econometrische Toepassingen*, 2001, (9) 3, 39-40
41. "Prijs Weegt Zwaar, Merk niet, Internet Shopping in de Levensmiddelenmarkt", (with Martijn de Weerd), *Tijdschrift voor Marketing*, 2001, Juni, 42-43
42. "Teleshoppen: Tijdwinst, of Thuis Moeten Wachten op de Bezorging?", (with Hendra Satriasaputra and Marc ten Oever), *Food Personality*, 1999, October, 46-47
43. "E-Commerce: Gevolgen voor Retailer en Fabrikant", (with Fred Langerak), October, *Tijdschrift voor Marketing*, 1999, 33-35
44. "Database Marketing in de FMCG-industrie", (with Janny C. Hoekstra and Nelleke Kloet), *Tijdschrift voor Marketing*, 1998, April, 12-15
45. "Meeliften op het Succes van het A-merk" (with Laurens Sloot), *Food Personality*, 1998, Januari, 24-25
46. "A-merk en Huismerk: Fabrikant Moet Kiezen", (with Laurens Sloot), *Foodmagazine*, 1997, December, 10-11
47. "Private Labels en Winkeltrouw" (with Ed Nijssen), *Tijdschrift voor Marketing*, 1997 November, 45-47
48. "De Gehaaste Consument" (with Laurens Sloot and Janny C. Hoekstra), *Tijdschrift voor Marketing*, 1997, Juni, 53-56
49. "Private Label Vriend of Vijand?", (with Laurens Sloot and Ed Nijssen), *Tijdschrift voor Marketing*, 1997, April, 46-49

## BOOKS & WHITE PAPERS

1. “Creating Value with Data Analytics in Marketing: Mastering Data Science”, with Edwin Kooge, Natasha Walk and Jaap Wieringa), 2021 Routeledge, New York
2. “Creating Value with Big Data Analytics”: Making Smarter Marketing Decision” (with Edwin Kooge and Natasha Walk), 2016, Routeledge, New York  
(see [www.bigdatasmartmarketing.com](http://www.bigdatasmartmarketing.com))  
**(translated in Chinese and Dutch)**  
Dutch version: Waarde creëren met big data analytics: Voor slimmere marketing beslissingen, Wolters Noordhoff, Groningen/Utrecht

### **Winner PIM Marketing Literatuurprijs 2017**

3. “Klant Centraal in Banken Sector”, White Paper voor Commissie Code Bank,  
(<http://www.commissiecodebanken.nl/scrivo/asset.php?id=979446>)
4. “Customer Value Management: Some Reflections and Future Trends”, *Nordrhein-Westfälische Akademie der Wissenschaften und der Künste*, Ferdinand Schöningh, Paderborn (ISBN 978-3-506-77550-4).
5. “Loyalty Programs: Generalizations on Their Adoption, Effectiveness and Design” (with Tammo H.A. Bijmolt and Matilda Dorotic), *Foundations and Trends® in Marketing*, 5 (4), 197-258, Now Publishers
6. "Private Labels: Het Paard van Troje?", (with Laurens Sloot), F&G Publishing, Bunnik, 1997

## AWARDS AND RANKING

*Most recent rankings in Dutch Top 40 of Economists (based on publications):*

18 in 2008; 7 in 2009; 9 in 2010; 32 2012; 29 in 2013, 26 in 2017, 21 in 2018, 18 in 2019, 23 in 2020, 28 in 2021, 2022

In 2021 most cited economist according to ESB ranking.

### *Best Paper Awards*

Winner Sheth/JM foundation Award for long-term impact, *Journal of Marketing*, 2021

Best paper award in Retailing & Pricing 2021, AMA Special Interest Group on Retail and Pricing.

Steenkamp Long-Term Impact Award *International Journal of Research in Marketing* 2020

Davidson Award, Best paper Award *Journal of Retailing*,

Best Paper Award for Research on the Practice of Marketing as it relates to Innovation, Technology and Interactivity (given by the American Marketing Association's Innovation, Technology and Interactivity Special Interest Group and the Lazaridis Institute for Management of Technology Enterprises at Wilfrid Laurier University), 2018

Winner of EMAC Sheth Dissertation Award for article with former University of Groningen PhD. student Niels Holtrop published in *International Journal of Research in Marketing*

Best Paper Award *Journal of Interactive Marketing*, 2018

Finalist best paper award, *International Journal of Research in Marketing*, 2016, 2017

Finalist Best Paper Award *Journal Marketing* 2016, 2018

Finalist MSI Paul Root Award *Journal of Marketing* 2016

Finalist Davidson Award, *Journal of Retailing* 2016

Winner PIM Marketing Literatuurprijs, 2016 (for book on Big Data Analytics)

Finalist, ISMS Gary Lilien Practice Prize with Joost Bosma (NS) and Martin Heijnsbroek (MICompany)

Finalist IJRM best paper award 2015

Best Reviewer Award *Journal of Marketing*, 2016

Best Senior Editor Award, *International Journal of Research in Marketing*, 2016

Finalist Best Paper Award *Journal Marketing* 2014

Finalist MSI Paul Root Award *Journal of Marketing* 2014

Winner of Best Senior Researcher Award SOM/ FEB University of Groningen 2013

Winner Sheth Foundation/Journal of Marketing Award 2012 for single authored paper "Understanding the Effect of Customer Relationship Management Efforts on Customer Retention and Customer Share Development" published in the *Journal of Marketing*

Winner of MOA (Dutch Marketing Research Association) Science Award 2013 (jointly with Hans Risselada and Tammo Bijmolt)

Winner best paper award *Journal of Interactive Marketing* 2011

Winner of 2009 Harald M. Maynard Award for best article published in *Journal of Marketing* 2009.

Ranked in Top 20 most productive marketing scholars around the globe by AMA SIG, Nominated for the IBM Best Article Award for 2005 *Journal of Service Research*.

Donald R. Lehmann Award 2004 for best dissertation based paper in *Journal of Marketing* and *Journal of Marketing Research* for my single authored paper “Understanding the Effect of Customer Relationship Management Efforts on Customer Retention and Customer Share Development” published in the *Journal of Marketing*.

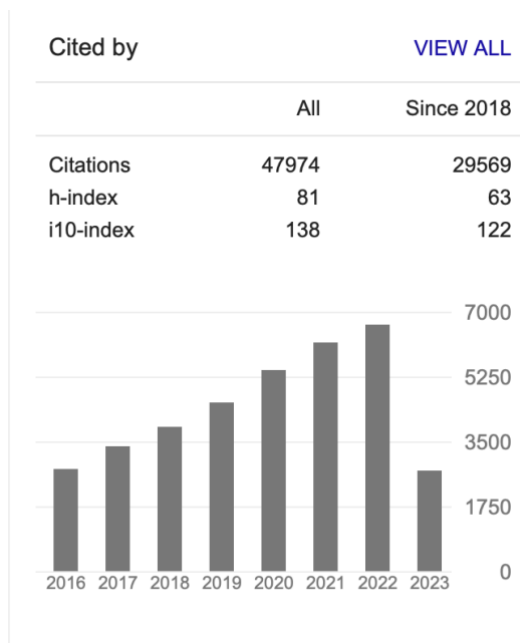
Highly commended award for best paper in *European Journal of Marketing* 2002, for paper with Edwin J. Nijssen and Laurens Sloot: “Strategic Reactions of National Brand Manufacturers towards Private Labels: An Empirical Study in the Netherlands”

Third price Doctoral Student Article Award, 1999, *Maandblad Accountancy en Bedrijfseconomie* (Dutch scientific journal)

Runner-up reward best proposal doctoral colloquium EMAC, 1998

### CITATION ANALYSES

#### Google Scholar Citations



Source: <http://scholar.google.nl/citations?user=OBRsqssAAAAJ&hl=en>

WEB OF SCIENCE: 15.733 CITATIONS, H-INDEX = 52

**Highly Cited Researcher 2019, 2020, 2021, 2022 according to Web of Science**

**In Ionannidis Ranking No. 12 in Field of Marketing in 2023**



## OTHER SCIENTIFIC ACTIVITIES

Chair, Best Paper Award Service SIG, February 2022

Key-note Thought Leadership Conference on Artificial Intelligence, Groningen, April 2022

Key-note Summer Camp, Aston University, June 2021

Key-note SIG meeting CRM, EMAC Conference, Hamburg, May 2019

Contributor to special session on Marketing's Impact, EMAC Conference, Hamburg May 2019

Co-chair, Disruptions in Retailing Conference, Wharton, Pennsylvania, June 2017

Co-chair EMAC Conference 2017, Groningen

Discussion Leader, MSI Trustee conference, April 2017, Boston

Panel Member on Customer Experience, MSI Trustee Conference, April 2016, Boston

Discussion leader, MSI Trustee conference, November 2016 San Francisco

Invited speaker MSI conference on New Frontiers in Marketing, August 2015, Boston

Vice Chair UCW (University Committee for Scientific Affairs) University of Groningen, 2014-present

Chair Mid-term Review Research, ESE, Erasmus University, Fall 2013

Member UCW (University Committee for Scientific Affairs) University of Groningen, 2011-present

Coordinator of Eden Workshop on Marketing Strategy, *European Institute of Advanced Studies in Management* (EIASM), November, 2013 (lecturers include Stefan Wuyts (Koç University) and Thorsten Wiesel (University of Münster))

VP Membership, European Marketing Academy, 2011-2017

Interim Treasurer, European Marketing Academy, 2015-2016

Coordinator of Eden Workshop Managerial Issues in Marketing, *European Institute of Advanced Studies in Management* (EIASM), November, 2011 (lecturers include Stefan Wuyts (Koç University) and Thorsten Wiesel (University of Groningen))

Member Blue Ribbon Panel, Best AMA Winter Conference paper, Austin, 2011

Chair Committee Jan-Benedict E.M. Steenkamp Award, Paper award for long-standing impact of papers published in the *International Journal of Research in Marketing* 2010

Co-organizer 3<sup>rd</sup> though leadership conference on customer management (jointly with Werner Reinartz and Manfred Krafft) in Montabaur, Sept 10-12 2009

Coordinator of Eden Workshop Managerial Issues in Marketing, *European Institute of Advanced Studies in Management* (EIASM), November, 2009 (lecturers include Stefan Wuyts (Tilburg University) and Peter Leeflang (University of Groningen))

Invited as Faculty member for AMA Doctoral Consortium, Georgia State University, 2009

Organizer of special session on the Role of Marketing within Firms EMAC conference, Nantes 2009

Organizer of special session on Consumer Well-being (with Jenny van Doorn) EMAC conference, Nantes 2009

Faculty Member, Doctoral Colloquium, EMAC, Nantes, 2009

Invited as Thought leader for Thought leaders Conference on Multichannel Retailing, Texas A&M Mays School of Business, January 2009

Member Committee Jan-Benedict E.M. Steenkamp Award, Paper award for long-standing impact of papers published in the *International Journal of Research in Marketing* 2009

Membership, Committee NWO Open Competition MAGW Fall 2008

Invited as Thought leader for Thought leaders Conference on Retailing, Babson College, April 2008

Invited as Faculty member for AMA Doctoral Consortium, University of Missouri, 2008

Coordinator of Eden Workshop Managerial Issues in Marketing, *European Institute of Advanced Studies in Management* (EIASM), November, 2007 (lecturers include Stijn van Osselaer (RSM, Erasmus), Ajay Kohli (Emory), Peter Leeflang)

Organizer and Chair of Workshop on Publishing in Marketing and Innovation Research, *European Institute of Advanced Studies in Management* (EIASM), March 2007

Invited as Faculty member for AMA Doctoral Consortium, Arizona State University,

2007

Invited as Faculty member for AMA Doctoral Consortium, University of Maryland, 2006

Chair Awards Committee Journal of Marketing Organizing committee Marketing

Dynamics Conference 2007, University of Groningen

Organizer of Seminar “Emerging Topics in Customer Management”, University of Groningen, May 2006

Invited for Special Conference on Customer Management, University of Connecticut, 2005

Organizer special session on Multichannel issues in marketing on Marketing Science Conference 2005 (together with Scott Neslin)

Invited for the Sixth Choice Symposium, 2004 in Boulder, Colorado

Organizing committee Marketing Science 2004

Organizer of Seminar on Mathematical Models and Decision Support Systems in Marketing (with Nanda Piersma and Gerrit van Bruggen), 16-17 November 2000 (Participants Roland Rust, Prasad Naik, Kalyan Raman, Arvind Rangaswamy, Marnik DeKimpe, Michel Wedel, Berend Wierenga)

#### SELECTED PRESENTATIONS

Singapore Management University, April 2023

Nayang University of Technology, Singapore, April 2023

ESSEC School of Business, June, 2022

Boston University, November, 2019

4th International Conference ETIMM2019, Bucharest, September 2019 (**Key-note**)

University of Cologne, January 2019

Georgia Tech University, November 2018

Hanken University, Helsinki, December 2018

Wirtschafts Universität, Vienna, October, 2018

KU Leuven, Tindemans Retail Seminar (**Key-note**), Antwerp, March 2018

University of Stavanger, Stavanger, March 2018

Frankfurt University, January 2018

North Western University, Chicago, November 2017

University of North Carolina, Chapel Hill, November 2017

University of Lille, Seminar on Multi-channel Marketing (**key-note**), October 2017

EDHEC Business School, Lille, October 2017

INFORMS Revenue Management and Pricing Conference (**key-note**), Amsterdam, June 2017

QUIZ Conference Porto (**key-note**), June 2017

IESEG Business School, Lille, March, 2017

University of St. Gallen, January 2017  
Arizona State University, November 2016  
Koc University Istanbul, March 2016  
Bocconi University Milan, March 2016  
Rotterdam School of Management,  
February 2016  
Leeds Business School,  
November 2015  
IDC Arison Business School Tel Aviv, November 2014  
BI Norwegian Business School, Oslo, November 2014  
Frankfurt School of Management, October 2014  
University of Münster, October 2014  
Maastricht University, Marketing-Finance Symposium, October 2013 (key-note)  
Cardiff Business School, July 2012 (key-note)  
Institute for Statistics and Mathematics, Tokio, July 2012 (key-note)  
Johann Arndt Conference, BI Oslo School of Management, June 2012 (key-note)  
Norwegian School of Management, September 2011  
Erasmus University, Tinbergen Marketing Camp, June 2011  
University of Zaragoza, March 2011  
Katholieke Universiteit Leuven, Wintercamp, December 2010  
Cranfield School of Management, November 2010  
Ben Gurion Univesity, Ber Sheva, October 2009  
Tel Aviv University, October 2009  
Norwegian School of Management, April 2009  
Aston University, February 2009  
University of Texas Austin, January 2009  
University of Mannheim, November 2008  
Technical University Munich, July 2008  
London Business School, July 2007  
Koç University, Istanbul, December 2006  
Arizona State University, March 2006  
Hamburg University, January 2006  
Kiel University, November 2005  
Dartmouth College, September, 2005  
Tilburg University, September, 2005  
University of Groningen, February, 2005  
Dartmouth College, November, 2004  
University of Münster, April 2004  
University of Frankfurt, December 2003  
University of Wageningen, December 2003  
Dartmouth College, September 2003  
University of Leuven, January 2003  
University of Nijmegen, October 2003  
ERIM conference, Rotterdam, November 2001  
University of Groningen, March 2001  
Yale School of Management, March 2001  
University of Maryland, March 2001  
University of Tilburg, May 2001  
Erasmus University, October, 2000

Seminar on Mathematical Models and Decision Support Systems in Marketing, Erasmus University, Rotterdam November 200

Seminar on Marketing Modeling, Rotterdam, November 1999

#### GRANTS

MSI support for project on attribution models \$ 5.000 (with T. Mark and K.N. Lemon)

NWO support for session on open access publishing on EMAC conference 2018

MSI support for project on mobile devices in path to purchase \$ 10.000 (with E. de Haan, T. Wiesel and PK Kannan)

MSI support for project on social networks in marketing \$ 5.000 (with H. Risselada and T. Bijmolt)

MSI support for project on influence of marketing an international study \$ 10.000 (with P.S.H. Leeflang et al.)

MSI support for project on influence of marketing in firms \$ 15000. (with P.S.H. Leeflang)

Support NWO for Workshop Emerging Topics in Customer Management May 2006, University of Groningen, € 5.900

Zyman Institute for Brand Science, Component sharing and branding, 2005, \$ 5.000 (with K. Pauwels)

EUR-Fellowship, 2001, 4 year funding for post-doctoral research

MSI support for "Cusams: A Decision Support Model for Customer Asset Management" (with Ruth N. Bolton and Kay Lemon), 2000

#### RESEARCH FUNDING

SNN Grant for Groningen Digital Business Centre (€ 1.500,000) + additional support from Province of Groningen, Municipality of Groningen, Rabobank, Bedrijvenvereniging West and 24 Northern Online Companies (approx. € 450.000)

KPN-TNO ICT Ph.D. Project (€ 200.000)

St. Duurteelt: Project on Sustainable Consumer Behavior (€ 66.000)

Founded Customer Insights Center (approximate yearly funding from business €300K)

## PROMOTER ACTIVITIES

### Promoter:

Laurens Sloot (Erasmus University), (graduated February 2006) (with Ed Peelen and Harry Commandeur)  
Remco Prins (Erasmus University) (graduated February 2008) (with Philip Hans Franses)  
Jelle Bouma (University of Groningen), (graduated June 2009) (with Ben Emans)  
Umut Konus (University of Groningen, (graduated June 2010)  
Marnix Bügel (University of Groningen) (graduated June 2010) (with Bram Buunk)  
Matilda Dorotic (University of Groningen) (graduated December 2010) (with Tammo Bijmolt)  
Hans Risselada (University of Groningen) (graduated June 2012) (with Tammo Bijmolt)  
Sietske Lhoest-Snoeck (University of Groningen) (graduated December 2012) (with Erjen van Nierop)  
Yi-Chun Ou (University of Groningen, graduated April 2014) (with Thorsten Wiesel)  
Sander Beckers (University of Groningen, graduated February 2016) (with Jenny van Doorn)  
Evert de Haan, (University of Groningen, graduate February 2016) (with Thorsten Wiesel)  
Frank Beke, (University of Groningen, Graduated January 2018) (with Felix Eggers)  
Lisan Lesscher (University of Groningen, started September 2017, Graduate August 2021) (with Lara Lobschat)  
Huan Liu (University of Groningen, graduated June 2019) (with Lara Lobschat)  
Khoi Nguyen (University of Groningen, graduated, October 2023) (with John Dong and ThijsBroekhuizen)

Nicolai Fabian University of Groningen, graduated October 2022) (with John Dong and Abhi Bhattacharya)

## REVIEWING ACTIVITIES

### *Senior Editor*

International Journal of Research in Marketing, 2015-present

### *Area Editor*

International Journal of Research in Marketing, 2007-2015

Journal of Marketing Research, 2014-2018

Marketing Science, 2016-2021

Journal of Retailing, 2022-present

### *Editorial Board Membership*

Marketing Science, 2007-2011, 2012-2016

Journal of Marketing, 2004-present

Journal of Marketing Research, 2010-2014

Journal of Service Research, 2005-2021

Journal of Retailing, 2006-present

Journal of the Academy of Marketing Science, 2010-present

International Journal of Electronic Commerce, 2006-2007

Journal of Interactive Marketing, 2007-present

### *Special Issue Editor*

*International Journal of Research in Marketing*, Digital Business Models (with Tammo Bijmolt, Kees-Jan Roodbergen en Marleen Huysmans), 2018

*Journal of the Association of Consumer Research*, Retailing (with Barbara Kahn and Jeff Inman), 2017  
*International Journal of Research in Marketing*, Path to Purchase, 2016 (with PK Kannan and Werner Reinartz), 2016  
*Journal of Retailing*, Multi-channel Retailing (with PK Kannan and Jeff Inman), 2015  
*Journal of Service Research*, Customer Engagement (with Manfred Krafft and Werner Reinartz), 2010

#### *Occasional Reviewer*

Journal of Operations Management, 2021  
Journal of Strategic Marketing, 2020  
Journal of Public Policy & Marketing, 2018  
California Management Review, 2012-present  
Management Science, 2010-present  
Journal of International Marketing, 2011-present  
Journal of Business Research, 2018-present  
Journal of the Academy of Marketing Science, 2009-2010  
Journal of Marketing Research, 2004-2010  
Journal of Interactive Marketing, 2004-2007  
Marketing Science, 2003 – 2007  
IBM Journal of Research and Development, 2006-present  
International Journal of Research in Marketing, 2005-2007  
Journal of Marketing, 2002 - 2004  
Journal of Service Research, 2001, 2004  
Journal of Retailing, 2005-2006  
Marketing Letters, 2004, 2005, 2007  
Journal of Management Studies, 2003, 2005  
International Journal of Electronic Commerce, 2002-2006  
Journal of Retailing and Consumer Services, 2003-2010  
EMAC-Conference Milan, 2005  
EMAC-Conference Glasgow, 2003  
EMAC-Conference Braga, 2002  
EMAC-Conference Berlin, 1999  
MSI Doctoral Dissertation Award, 2004-present  
EMAC McKinsey Doctoral Dissertation Award, 2009-present

#### MEMBERSHIPS

European Marketing Academy (EMAC)  
Informs Marketing Science  
American Marketing Association

#### TEACHING ACTIVITIES

#### UNIVERSITY COURSES

University of St. Gallen, Doctoral Course, on Writing and Presentation

University of Groningen (2005-2019), Ph.D. /Research Master Course on Marketing Theory

University of Groningen (2009-2022), Basics in Marketing Main Lectures,

University of Groningen (2008-2019), Customer Management

University of Groningen (2005-2008), Field Course Marketing

University of Groningen (2008-2012), Marketing Leadership

University of Groningen (2005): Direct Marketing

Erasmus University Rotterdam (2004-2005): Customer Management

Erasmus University Rotterdam (2004): Seminar marketing for master students

Erasmus University Rotterdam (1996 – 2004): Marketing Research Courses for undergraduate students

Erasmus University Rotterdam (1996-1998): Marketing Management for undergraduate students

Erasmus University Rotterdam (2000): Advanced Marketing Management (Customer Equity) for undergraduate students

Erasmus University Rotterdam (2001-2003), PTO Bedrijfskunde Marketing Management, coordinator and teaching Customer Relationship Management

Erasmus University Rotterdam (2000-2005), Applied Econometrics Marketing

Erasmus University Rotterdam (2002-2003), Customer Relationship Management

Erasmus University Rotterdam (2003), Master Marketing, Consumer Marketing

Erasmus University Rotterdam (2003), Master Marketing, Advanced Marketing Research

#### EXECUTIVE EDUCATION

Governance Program, University of Groningen Business School (2020-present)

Top HR Leadership Program, University of Groningen Business School (2019-present)



Customer Experience Management, University of Groningen Business School (2018-present)

Aalto Business School Finland, Executive Program for Large Food Manufacturer

Mannheim Business School, Digital Transformation Program, Customer Experience (2017-2018)

Crisp (in-company program), University of Bologna, 2018

MBA Marketing Strategy, DTU Copenhagen Business School, (2016-2017)

MBA Marketing Management, BI Norwegian Business School, (2015)

University of St. Gallen, Cross-Channel Management jointly with EFMI and University Groningen Business School, (2013; 2015, 2017)

Klanstrategie (Customer Strategy), AOG, (2011-2016)

EFMI, Master of Food Management (2009-present)

University of St. Gallen, Multichannel Management (2010-present)

Cranfield School of Management, Multichannel Management (2010)

Executive Education for Pon Automotive (2008-2009)

Academie voor Management (2006, 2007, 2008, 2010), Strategic Customer Value Management (coordinator)

Academie voor Management (2009), Strategic Multichannel Management (coordinator)

Academie voor Management (2006, 2007, 2008), Brand Management (Lecturer)

Academie voor Management (2005), Marketing Leadership

Management Studiecentrum (2006), Marketing Challenges

Erasmus Plus (2002): MSD @ School, MSD In-Company Training

Erasmus Plus (2001): Customer Value, KPN In-Company Training

Erasmus University Rotterdam (1999): Database Marketing and Electronic Commerce

Erasmus University Rotterdam (1999): Database Marketing in Fast Moving Consumer Goods Industry

## COMMERCIAL TALKS

Lijnco, Groningen, 2018

Heineken, Amsterdam, 2016

BISNODE, Brussels, 2016

MARUG Conference on Big Data, 2016

NVB, Vertrouwens Monitor Banken, September 2015 (with Minister of Finance Jeroen Dijsselbloem)

Credit Expo, Nieuwegein

Top Management Meeting BNP Paribas/Fortis, Brussels, October 2013

Workshops for Customer Insights Center for multiple members

Klantbelevings conferentie, 2012

MARUG Conference, 2012, 2013

NIMA, Marketing Finance, June 2012

Boer & Croon, Klantendag, October 2011

Jaarcongres Stichting Promotie Podiumkunsten, March 2010

Rabobank Oost Nederland, October 2010

NIMA Workshop Marketing Accountability, December 10 2009

MARUG Conference, March 2008, March 2010

Conference on Role of Marketing within Firms, September 27, Amsterdam (contribution of Peter Leeflang, Marcel Smits (KPN), Marnix Bügel (MICompany), Harry Dekker (Unilever), Felix Tenniglo (CB Achmea)

Workshop for CIC provided at Wehkamp, AGIS, OHRA, Experian, Essent, UPC.

CMO-conference, Euroform, 2007

Achmea, Knowledge day for Board of Directors on Customer Value Management, 2006

MOA, Overweging en Keuze van Marktonderzoekbureaus, 2006, 2007

TCD-dagen, 2006

Platform Innovatie in Marketing, 2005

EMERCE, 2005, Multichannel Marketing

VODW/Marketing & Market Response, Multichannel Seminar, 2004-11-25

CRM-genootschap, Relaties in Marketing: Een Kritische Beschouwing en Strategische Implicaties, 2003

Marketing Associatie Amsterdam, Relaties in Marketing: Een Kritische Beschouwing, 2003 (jaarlijks congres)

Quintis, klanttevredenheid bij woningcorporaties, 2002

CMG Consumer Intelligence, 2002

CallCenter Conference, Scheveningen, 2000, Telephone Waiting Times and Consumers' Perceptions

Customer Base Conference, 1999, Customer Lifetime Value

Neprofarma, 1998, Private Labels in the Pharmaceutical Industry

## MANAGEMENT EXPERIENCE

Dean, Faculty of Economics and Business (2019-present)

Interim Vice-Dean, Faculty of Economics and Business (2019)

Director, Groningen Digital Business Centre (2018-2019)

Director, University of Groningen Business School (2017-present)

Chair Project Group Groningen Business School, (2011-2012; 2012-2013)

Director of Msc. Marketing, University of Groningen, (2011-2014)

Department Chair, Department of Marketing, University of Groningen, (2009-2016)

Research Director Customer Insights Center (2010-2012)

Director Customer Insights Center (2006-2010)

Member of Management Team (Vice-Chair), Department of Marketing, University of Groningen (2005- 2009)

Master Coordinator Marketing Erasmus University (2003-2005)

Organizing Committee Marketing Science Conference 2004

Organizer of Seminar on Mathematical Models and Decision Support Systems in Marketing (with Nanda Piersma and Gerrit van Bruggen), November 2000

Coordinator Marketing Course PTO-bedrijfskunde Erasmus University (2001-2003).

#### ACCREDITATION WORK:

EQUIS accreditation committee, ESMT Business School, June 2023

AACSB accreditation committee University of Liverpool, March 2023

EQUIS accreditation committee, University of Jönköping, January 2023

AACSB accreditation committee University of Ghent, October 2022

EQUIS accreditation committee, Schulich School of Business, York University, April 2022

AACSB accreditation committee, National Cheng Kung University, March 2022

AACSB accreditation committee, University of Surrey, May 2021

EQUIS accreditation committee, University of Perth, November 2020

#### CONSULTING EXPERIENCE

Belastingdienst

Provincie Overijssel

Wehkamp (RFS Holding)

NS

Achmea, FBTO

Océ

Laurus

KPN

Global DECT-Forum

#### INTERVIEWS/ PUBLIC OUTREACH

Multiple Opinion Pieces in Trouw, Dagblad van het Noorden and Nederlands Dagblad

Interviews appeared amongst others in:

- Dagblad van het Noorden
- Reformatorisch Dagblad

- De Telegraaf
- AdfoResult
- Marketing Tribune
- Tijdschrift voor Marketing
- Radio 1 Journaal
- BNR News Radio
- Volkskrant
- Algemeen Dagblad
- Trouw
- Dagblad van het Noorden
- Leeuwarder Courant
- Omroep Fryslan
- Terdege
- Management Team
- Connect (vakblad Customer Relationship Management)
- AdfoDirect (vakblad Direct Marketing)
- Food Personality (vakblad Food Management)
- EO Radio 5
- Dagblad van het Noorden

#### ADVISORY ACTIVITIES AND GOVERNANCE

- Board of Advisors, MIAcademy (KPN, Nuon, MICompany; “onbezoldigd”) (2006-2014)
- Board of Advisors, Science & Strategy, (2008)
- Advisor Direct Marketing St. NKGK (Nationale Collecte Verstandelijk Gehandicapten) Utrecht, (2001 – 2004)
- Chair national governance board of YfC, Driebergen (2015-2017)
- Vice Chair national governance board of YfC, Driebergen (2014-2015)
- Member board (Finance) of Governance, Energy Delta Institute, (Fall 2013-2018)
- Member national governance board of YfC, Driebergen (2011-2014)
- Chair Advisory Board (RVA) Vertrouwensmonitor Banken, NVB (2015-2020)
- Member Governance Board Trail (2020-present)
- Member Governance Board AOG School of Management (2019-present)
- ISB Member, Energy Delta Institute, 2018-2022
- Member Advisory Board, Faculty of Business, University of Hamburg (2022-present)