

April, 2018

CURRICULUM VITAE

THIJS BROEKHUIZEN



CONTACT DETAILS

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POSITIONS

- 2014–current **Associate Professor** of Innovation Management and Strategy, University of Groningen, Faculty of Economics and Business.
- 2008–2014 **Assistant Professor** of Innovation Management and Strategy (tenured since 2009), University of Groningen, Faculty of Economics and Business.
- 2006–2008 **Post-Doctoral Researcher**, University of Groningen, Strategy and Innovation Department, Faculty of Economics and Business.

EDUCATION

- 2001–2006 **PhD in Management Science**, University of Groningen, the Netherlands.
Title: Understanding Channel Choice: Measuring Online and Offline Shopping Value Perceptions.
- 1995–2001 **MSc in Economics**, University of Groningen, the Netherlands.

PROFILE

Thisj Broekhuizen is currently Associate Professor at the Department of Innovation Management & Strategy and the director of the MScBA of the Faculty of Economics and Business, University of Groningen. He holds a PhD degree (2006) from the same university.

His main research interests are interdisciplinary and bridge the fields of innovation and marketing and reside in Value Appropriation and Innovation Adoption & Diffusion. His current research focuses on the success of entertainment products such as video games, movies, music and books, but also on complex financial products. His focus is on the specific role of social influences (word-of-mouth, observational learning, shared consumption) in product adoption and diffusion, how firms can appropriate value from their innovations in turbulent environments, and how firms respond strategically to disruptive technologies.

He has served as ad hoc reviewer for several journals (IJRM, JAMS, JMS, JPIM, JSR) and Conferences (EMAC, ICIS, PACIS, ISOF), and has participated as a jury member in NWO applications. He is a frequent visitor of academic and nonacademic conferences and symposia and appears as moderator and workshop organizer.

PUBLICATIONS

Peer-reviewed articles

- Croonen, Evelien P.M. and Broekhuizen, Thijs L.J. (2018), How Do Franchisees Assess Franchisor Trustworthiness, forthcoming in *Journal of Small Business Management*. [10.1111/jsbm.12327/full](https://doi.org/10.1111/jsbm.12327/full) (AI: 0.66)
- Broekhuizen, T., Bakker, T. & Postma, T. (2018), Implementing new business models: What challenges lie ahead in *Business Horizons*. <https://doi.org/10.1016/j.bushor.2018.03.003> (AI: 0.66)
- Broekhuizen, T., Giarratana, M. S. & Torres, A. (2017), Uncertainty avoidance and the exploration-exploitation trade-off in *European Journal of Marketing*, 51, 11/12, p. 2080-2100 (AI: 0.42)
- Delre, Sebastiano A., Broekhuizen, Thijs L.J. and Tammo H.A. Bijmolt (2016), The Effects of Shared Consumption on Product Life Cycles and Advertising Effectiveness: The Case of the Motion Picture Market, *Journal of Marketing Research*, 53 (4), 608–627. (AI: 0.97)

- Bos, Brenda, Broekhuizen, Thijs L.J. and De Faria, Pedro (2015), A Dynamic View on Secrecy Management, *Journal of Business Research*, 68 (12), 2619-2627. (AI: 0.58)
- Broekhuizen, Thijs L.J., Lampel, Joseph and Joost Rietveld (2013), New Horizons or a Strategic Mirage? Artist-led-Distribution versus Alliance Strategy in the Video Game Industry, *Research Policy*, 42 (4), 954–964. (AI: 0.92)
- Postma, Theo J.B.M., Broekhuizen, Thijs L. J. and van den Bosch, Frank (2012), The Contribution of Scenario Analysis to the Front-End of New Product Development, *Futures*, 44 (6), 642–654. (AI: 0.31)
- Hoffmann, Arvid O.I., Heiner Franken & Thijs L. J. Broekhuizen (2012), Customer Intention to Adopt a Fee-Based Advisory Model: An Empirical Study in Retail Banking, *International Journal of Bank Marketing*, 30 (2), 102–127.
- Broekhuizen, Thijs and Arvid Hoffmann (2012), Interactivity Perceptions and Online Newspaper Preference, *Journal of Interactive Advertising*, 12 (2), 29–43.
- Broekhuizen, Thijs L. J., Sebastiano A. Delre and Anna Torres (2011), Simulating the Cinema Market: How Cross-Cultural Differences in Social Influence Explain Box Office Distributions, *Journal of Product Innovation Management*, 28 (2), 202–215.
- Hoffmann, Arvid O. I. and Thijs L.J. Broekhuizen (2010), Understanding Investors' Decisions to Purchase Innovative Products: Drivers of Adoption Timing and Range, *International Journal of Research in Marketing*, 27 (4), 342–355.
- Hoffmann, Arvid O.I. and Thijs L.J. Broekhuizen (2009), Susceptibility to and Impact of Interpersonal Influence in an Investment Context, *Journal of the Academy of Marketing Science*, 37 (4), 488–503.
- Broekhuizen, Thijs L.J., and Eelko K.R.E. Huizingh (2009) Online Purchase Determinants: Is Their Effect Moderated by Direct Experience? *Management Research News*, 32 (5), 440–457.
- Delre, Sebastiano A., Broekhuizen, Thijs L.J. and Wander Jager (2008), The Effect of Social Influence on Market Inequalities in the Motion Picture Industry, *Advances in Complex Systems*, 11 (2), 273–287.
- Broekhuizen, Thijs L.J. and Karel Jan Alsem (2004) Success Factors for Mass Customization: A Conceptual Model, *Journal of Market-Focused Management*, 5 (4), 309–330.

Dutch publications

- Broekhuizen, Thijs en Wilfred Dolfsma (2018), Wordt muziek een eenheidsworst of kan de regio globalisering het hoofd bieden? *Boekman - Kwartaalschrift voor Kunst, Onderzoek en Beleid*, nr. 114.
- Geurts, A., Broekhuizen, T. & Dolfsma W. (2017). Reacties of disruptieve innovaties: Resultaten uit de Nederlandse muziekindustrie, *Maandblad voor Accountancy en Bedrijfseconomie*, 91(3/4).
- Broekhuizen, Thijs L.J. en Rafaël Redczus (2007), Attractieparken: valt er nog wat te beleven?, *MarketingMax*, december 2007, 1.
- Broekhuizen, Thijs L.J., Hoekstra, Janny C. & Wander Jager (2007), Kiezen tussen online of offline shoppen, *Jaarboek van Marktonderzoek*, 11–18.
- Broekhuizen, Thijs L.J. & Janny C. Hoekstra (2006), Hoe maken klanten een keuze tussen boekhandel en website? *Tijdschrift voor Marketing*, maart 2006.
- Broekhuizen, Thijs L.J. & Wander Jager (2006) Leren klanten snel? Met een gerust hart boeken online bestellen, *Twinkle Magazine*, februari 2006, 55–56.
- Hagen, Dennis, Thijs Broekhuizen & Eelko Huizingh (2004), Zoekgedrag voorspelt koopgedrag, *Tijdschrift voor Marketing*, mei 2004, 20–22.

Dutch media

- 'Bouwsector is de crisis te boven maar moet wel innoveren – Bouw & Aanbesteding – april 2018
- 'Onderzoek RUG onder bouwers: 'Stop met bezuinigen en geef innovatie meer kans' – Cobouw – 12 februari 2018
- 'Bouwsector moet hoognodig innoveren' Radio-interview op BNR - 9 februari, 2018
- 'Strategieën voor een beter verdienmodel – BNA – 22 januari, 2018
- 'Beursfonds profiteert niet van ontslag' - Financieel Dagblad – 2 januari, 2018
- 'Populaire YouTuber PewDiePie laat zich opnieuw racistisch uit' – NOS – 11 september, 2017
- 'From fear of rotten tomatoes to the instant success of Airbnb and Uber' – FEB Research – 2 augustus, 2017
- 'Amazon komt met eigen show over huisverfraaiing' - MIX Online – 25 augustus, 2017
- 'Adidas zoekt jonge doelgroep op sociale media. Reclamemakers stoppen met tv-reclame – Volkskrant, 18 maart, 2017.
- 'De race moet gewonnen worden door samen mét en niet tegen de digitale technologie te werken' – AOG Newsletter – 26 mei, 2016
- 'Eén rare, riskante belegging' – NRC – 19 oktober, 2015
- 'Webwinkels het einde van de binnenstad?' – HGMedia – 9 mei, 2015
- Radio interview over radio in digitale tijd – Gouda FM – 20 februari, 2015
- 'Betalen, mag ik uw handtekening?' – Nieuwsredactie – 22 januari, 2015

- ‘Hoe je met je blog goed geld kunt verdienen’ – NRCNext – 3 december, 2014
- ‘Je bent jong en je blogt wat’ – Elsevier– juli, 2014
- ‘Ik wil dezelfde gloss als Mascha!’ – De Volkskrant – 7 mei, 2014
- ‘Blogger annex reclame maker’– AD – 12 april, 2014
- ‘Bloggen voor je leven’ – Trouw – 9 februari, 2014
- ‘Blogger annex reclame maker’ – AD – 12 april, 2014
- ‘Belegger wil graag vooroplopen met nieuwe producten’ – Financieel Dagblad – 18 december, 2010

International media

- ‘What Drives Us to Tintin?’ – Bocconi Knowledge – October 5, 2010
- ‘Peer Pressure and Individual Investing Behavior’ – CXO Advisory Group – June 10, 2008

Book chapters and booklets

- Paolucci, M., Conte, R., Marmo, S., Picascia, S., Quattrociochi, W., Eymann, T., Balke, T., König, S., Jager, W., Broekhuizen, T., Trampe, D., Tuk, M., Sabater, J., Pinyol, I., Villatoro, D. and Brito, I. (2009), Social Knowledge for eGovernance: Theory and Technology of Reputation, eRep booklet, EU Sixth Framework Programme, Priority 7, Citizens and Governance in the Knowledge Based Society.

CONFERENCE ACTIVITY

- 2016 Academy of Management Conference in Anaheim (USA)
- 2015 EMAC Conference in Leuven (Belgium)*, Academy of Management Conference in Vancouver (Canada)*
- 2014 Chair Special Session Competition in Two-Sided Markets: Empirical Evidence in the Videogame Industry, Informs Marketing Science in Atlanta (USA)
- 2013 Informs Marketing Science in Istanbul (Turkey)
- 2012 CIR conference in Tilburg (Netherlands), EMAC Conference in Lisbon (Portugal), SMS conference in Prague (Czech Republic)*
- 2011 Academy of Management Conference in San Antonio (USA)*
- 2010 EMAC Conference in Copenhagen (Denmark)*
- 2009 EMAC Conference in Nantes (France), INFORMS Marketing Science Conference in Ann Arbor (USA)*
- 2008 EMAC Conference in Brighton (UK)

* indicates presentation by co-author

ACADEMIC AND PROFESSIONAL SERVICE

Reviewer

- European Management Journal
- R&D Management

- International Journal of Research in Marketing
- Journal of Management Studies
- Journal of the Academy of Marketing Science
- Journal of Service Research
- Journal of Media Economics
- Managing Service Quality
- International Journal of Bank Marketing
- Innovation: Management, Policy & Practice
- Conferences (EMAC, ICIS, PACIS, ISOF)

Grant review committees

- External assessor of *Veni* grant on innovation research NWO application (2011)

Invited academic talks/presentations:

- University of Loughborough (March 2016)
- Bocconi University (February 2014)
- Maastricht University (March 2013): PhD research training

Best PhD article committee

- Jury member of best SOM PhD article (2008–2009)
- Jury panellist LIST PhD Day (December 2016)

Nonacademic conferences and symposia & jury memberships/discussion panels

- *Invited speaker:* MKB Business Event (November 2017)
- *Keynote/plenary speaker:* Innovatieatelier (June 2017)
- *Keynote/plenary speaker:* IP Congres Arnold & Siedsma (April 2017)
- *Jury member:* Innovation prize at T4u (June 2016)
- *Discussion panelist:* The Strength of IT within the Northern provinces at devNetNoord (January 2016)
- *Presenter:* Night of the Art and Science (*Nacht van Kunst en Wetenschap*) – Impact of Digitalization (May 2014)
- *Chair & presenter:* International Symposium EBF “*Survival of the Fittest*” (June 2012)
- *Presenter:* EBF Conference “*Create, Innovate, Dominate*” (September 2012)

Company presentations/workshops

- *Oosterhof/Holman:* Collaborative Innovation workshop (September 2016)
- *T4u:* Creativity workshop (July 2016)
- *devNetNoord:* Impact of digitalization on software programmers (March 2015)

- *USP*: Creativity presentation to constructors and installers (December 2012)
- *Academy of Creative Technology and Innovation - Hanzehogeschool*: Creativity workshop (March 2012)

Conference organizer

- First Digital Business Models Conference, Groningen April 4-6.

DOCTORAL DISSERTATION SUPERVISION

- Todd Zhu [daily supervisor/co-promotor], jointly with Prof. W.A. Dolfsma [promotor] and Prof R. T. A. J. Leenders [promotor]: started in 2009, defended on January 23, 2014.
- Amber Geurts [daily supervisor/co-promotor], jointly with Prof. W.A. Dolfsma [promotor]: started in September 2013, defense September 2017.
- Oleksii Koval [daily supervisor/co-promotor], jointly with Prof. W.A. Dolfsma [promotor], Dr. Eelko K.R.E. Huizingh [co-promotor], Dr. A. Martovoy [co-promotor]: started in October 2013, expected defense 2018.
- Sten Wennink [daily supervisor/co-promotor], jointly with Prof. D.L.M. Faems: started in September 2017, expected defense in 2019.
- Nicolai Fabian [daily supervisor/co-promotor], jointly with Prof. P.C. Verhoef and Dr. J. Dong, expected start in September 2018.

TEACHING EXPERIENCE

Courses

- Strategy & Innovation Management (MSc program), from 2015–2018: only A and A+ evaluations
- Capturing Value from Innovation (MSc program), from 2008–2018: only A or A+ evaluations
- Innovation & Entrepreneurship (MSc program), from 2009–2016: only A or A+ evaluations
- Specialization Course S&IM (BSc program), from 2006–2013: only A or A+ evaluations
- Master’s Thesis supervision (MSc program), from 2008-2018: only A+ evaluations

Certificates

2010 BKO Certificate – Educational standard

POST-INITIAL TEACHING

- Part of lecture cycle AOG Education “*Leiderschap bij Digitale Transformaties*” in 2015 (score 7.8/10), 2016 (score 8.4/10), 2017 (score 8.2/10) and 2018 (score unknown).
- Part of lecture cycle AOG Education “*Digitaal Leiderschap*” in 2014 (score 7.8/10), 2015 (score 8.4/10).
- Part of lecture cycle AOG Education “*Klantstrategie*” in 2015 (score 8.8/10), 2016 (score 9.0/10).

ADMINISTRATIVE POSITIONS

2016–present	Chair of Signature Area <i>Digital Business Models</i>
2016–present	Member of Signature Area <i>Smart Industry</i> (led by Martin Land)
2014–present	Director of the MScBA
2011–2014	Director of MScBA Strategic Innovation Management
2011–present	Member of the development group for MScBA
2009–2012	Member of Educational Committee of the MScBA

RESEARCH GRANTS & EXTERNAL FUNDING

2018	SiA KIEM (HTS01.034). VERBIND. In collaboration with Hogeschool Utrecht. Total project €20K, Personal funding € 2,000.
2018	Groningen Digital Business Center (GDBC) – Total project € 1.7 million. Personal funding for several activities (0.1 fte).
2017	Participant of Educational Leadership (€15,500), Faculty of Economics and Business
2017	NWO-KIEM. Changing Foundations: A Study of the Innovation Challenges and Strategic Opportunities Facing the Dutch Architecture Industry in the North of the Netherlands (314-98-075) together with Kilian McCarthy. € 15,000.
2014–2018	Seven presentations held for AOG Digitaal Leiderschap en Klantstrategie: € 3,500
2011	Innovation voucher for LaCasa Consultants: € 2,500
2006-2008	€ 300,000 Sixth FP project European Union, eRep: Social Knowledge for E-Governance. Partners: CNR-ISTC (Rome, Italy), CSIC-III A (Barcelona, Spain), University of Bayreuth (Bayreuth, Germany), University of Groningen (Groningen, The Netherlands). Total budget: € 1.2 million.
2001-2005	€ 11,000 research funding provided by the Faculty of Management and Organization, University of Groningen.