



FEB Research



connecting for impact

2023 – 2

We hope you enjoyed the new format of FEB Research: a bi-monthly newsletter. In this second issue you can read about professor Machiel Mulder's research into the economic value of hydrogen. Mulder was recently appointed as member of the Scientific Climate Council. Furthermore, FEB recently welcomed Edlira Shehu as professor of Digital marketing and she introduces herself in this issue. We also spoke to Aukje Nieuwenhuis, who, after winning the Jan Brouwer Thesis award for her master's thesis, will continue her research into the gender gap in the labor market as a PhD candidate.

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Hydrogen: high technical potential, but with economic challenges



Professor of Energy Economics Machiel Mulder was recently appointed as member of the Scientific Climate Council, to advise the Dutch government on climate policy. In his recent research, Mulder has explored the economic value of hydrogen. “The lower the costs and the more value can be attached to renewable carriers, like hydrogen, the faster the energy transition can be realized.” [Read further](#)

New in Groningen: Edlira Shehu



Edlira Shehu recently joined the Faculty of Economics and Business as Professor of Digital Marketing. With her research focused on the challenges and opportunities of digital marketing, she brings academia and practice together. “I investigate how digitalization is changing organizations’ marketing decisions, consumer behavior and the society as a whole.” [Read further](#)

Bridging the gap in the labor market: Studying (and challenging) gender stereotypes



Aukje Nieuwenhuis recently received the Jan Brouwer Thesis Award for her master’s thesis in applied econometrics and labor economics. She now continues her research into the gender gap in the labor market as a PhD candidate at FEB. “Gender inequality in the labor market remains a hot topic in many social sciences and the presence of deeply embedded social norms that interact with individual preferences add to the complexity. I am very passionate about this topic.” [Read further](#)



Bianca Harms, Janny Hoekstra and Tammo Bijmolt win Journal of Interactive Marketing Best Paper Award

Bianca Harms, Janny Hoekstra and Tammo Bijmolt have won the Journal of Interactive Marketing Best Paper Award 2022 for their article ‘Sponsored Influencer Vlogs and Young Viewers: When Sponsorship Disclosure Does not Enhance Advertising Literacy, and Parental Mediation Backfires.’ The award-winning article is based on one of the chapters of Bianca Harms’ PhD dissertation, which was completed at the Faculty of Economics and Business and supervised by Hoekstra and Bijmolt. [Read further](#)

Jessica de Bloom and Milena Nikolova appointed as Aletta Jacobs Professors

The Faculty of Economics and Business (FEB) is pleased to announce that both Jessica de Bloom and Milena Nikolova have been appointed as Aletta Jacobs Professors. De Bloom has been appointed as Professor in Human Resource Management, Occupational Health and Wellbeing. The chair is situated within the department of Human Resource Management and Organizational Behavior (HRM & OB). Nikolova has been appointed as Aletta Jacobs Professor in the Economics of Well-being. The chair will be positioned within the Department of Global Economics and Management (GEM).

[Read more about De Bloom and her research.](#)

[Read more about Nikolova and her research.](#)

Sjoerd Beugelsdijk appointed at the Royal Holland Society of Sciences and Humanities

Sjoerd Beugelsdijk, Professor of International Business at the Faculty of Economics and Business, has been appointed a member of the Koninklijke Hollandsche Maatschappij der Wetenschappen ((KHMW, Royal Holland Society of Sciences and Humanities). [Read further](#)



Recent publications

Below we list a few examples of recent publications.

Becker, M. and **M.J. Gijsenberg** (2023). Consistency and commonality in advertising content: Helping or Hurting? *International Journal of Research in Marketing*, 40 (1), 128-145.

<https://doi.org/10.1016/j.ijresmar.2022.05.004>

Dijk, H., and **J. Mierau** (2023). Mental health over the life course: Evidence for a U-Shape? *Health Economics*, 32 (1), 155-174.

<https://onlinelibrary.wiley.com/doi/10.1002/hec.4614>

Gray, W.S., J.S. Bunderson, **G.S. van der Vegt**, **F. Rink** and Y. Gedik (2023). Leveraging Knowledge Diversity in Hierarchically Differentiated Teams: The Critical Role of Hierarchy Stability. *Academy of Management Journal*, 66 (2).

<https://journals.aom.org/doi/abs/10.5465/amj.2020.1136?journalCode=amj>

Kleibergen, F., **L. Kong**, and Z. Zhan (2023). Identification Robust Testing of Risk Premia in Finite Samples. *Journal of Financial Econometrics*, 21 (2), 263-297.

<https://doi.org/10.1093/jfinec/nbac010>

Rauf, A. (2023). Bank stability and the price of loan commitments. *Journal of Financial Intermediation*, 54, 101027.

<https://doi.org/10.1016/j.jfi.2023.101027>

Sobrepere I Profitós, X., T. Keil, and **P. Kuusela** (2022). The Two Blades of the Scissors: Performance Feedback and Intrinsic Attributes in Organizational Risk Taking. *Administrative Science Quarterly*, 67 (4), 1012-1048.

<https://doi.org/10.1177/00018392221117996>

Tjaberings, J., S. Fazi, and *E. Ursavas* (2022). Evaluating Operational Strategies for the Installation of Offshore Wind Turbine Substructures. *Renewable & Sustainable Energy Reviews*, 170, 112951.

<https://doi.org/10.1016/j.rser.2022.112951>



Recent PhD Graduates

Bram Gootjes

Promotor: Prof. J. de Haan, copromotor Dr. R.M.

Jong A Pin

Defended on March 9, 2023 [Download](#)

Manuela Fritz

Promotores: Prof. B.W. Lensink and Prof. M. Grimm

Defended on March 23, 2023 [Download](#)

Luoyi Sun

Promotores: Prof. R.H. Teunter and Prof. G. Hua

Defended on March 30, 2023 [Download](#)

Raymond Chaudron

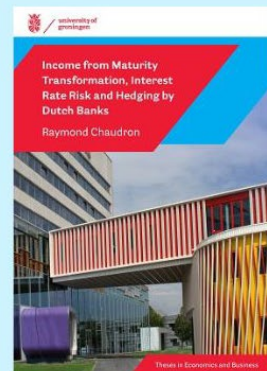
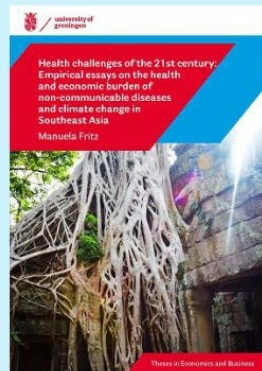
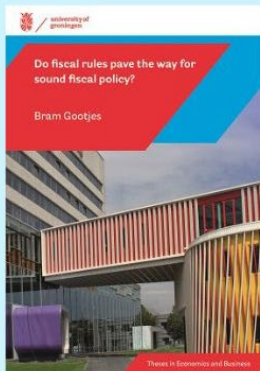
Promotores: Prof. J. de Haan and Prof. S. Brakman

Defended on April 3, 2023 [Download](#)

Matthijs Katz

Promotor: Prof. B.J. Heijdra co-promotor: Dr. C.G.F.
van der Kwaak

Defended on April 24, 2023 [Download](#)





Useful links

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Colophon

The next issue of FEB Research will be mailed to you in June 2023.

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