



FEB Research



connecting for impact

2023 – 3

In this bi-monthly newsletter, we showcase our research activities, Centres of Expertise and researchers. In this third issue, you can learn more about the impact cases that FEB's Faculty Board has decided to reward. Furthermore, you can read about associate professor Tristan Kohl's research into how lobbying by firms and non-governmental organizations shapes the rules on international trade. We also spoke to Freya Liemburg (the managing director of the Customer Insights Center) and Marloes Korendijk (a PhD candidate at both FEB and Macquarie University in Sydney).

We hope you enjoy this summer issue of the FEB Research Newsletter.

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Rewarding impact cases



In 2022, the decision was made to adjust FEB's system to measure research performance to make it more in line with DORA (Declaration of Research Assessment) by assessing the societal impact of research. Academic staff had the opportunity to submit so-called impact cases for evaluation by an external evaluation committee. The Faculty Board will make rewards available, in the form of either research time or funds.

Earlier this year the external evaluation committee, consisting of Professor Erwin Bulte (Wageningen University), Professor Melinda Mills (Oxford University/University of Groningen), Dr. Peter Hein van Mulligen (Statistics Netherlands/CBS) and

Professor Barbara Wisse (Faculty of Behavioural & Social Sciences) evaluated the submitted impact cases. The committee has ranked the proposals based on the strength of (A) underpinning research and (B) evidence of impact.

The vice-dean research Robert Lensink: "It is crucial that our Faculty's research is not only rigorous, but that it has serious impact as well". He has followed the advice of the committee and has decided to grant the five highest ranked proposals:

1. Dirk Bezemer, impact case: Changing the Dutch public debate about financialization: housing markets, pension funds and inequality
2. Jutta Bolt, Robert Inklaar, Bart Los, and Gaaitzen de Vries, impact case: Groningen Growth and Development Centre (GGDC) Databases
3. Paul Buijs, impact case: Sustainable urban freight transport in Groningen and beyond
4. Harry Garretsen and Janka Stoker, impact case: Leadership in uncertain times
5. Rob Alessie, Viola Angelini, Hermien Dijk, Roel Freriks, Ruud Koning, Jochen Mierau, and Laura Viluma, impact case: Lifelines Corona Research Study (LCRS)

In the next issues of our research newsletter, we will highlight these five cases.



Creating customer insights through collaboration



When she was still a marketing student at the Faculty of Economics and Business, Freya Liemburg already ran two businesses and shared her marketing insights with other companies and like-minded online entrepreneurs. Now, she is the managing director of the Customer Insights Center, one of the Centres of Expertise that are part of FEB. “Applied research conducted in close collaboration with companies enables companies to maintain their competitive edge by implementing cutting-edge advancements in their respective fields. It empowers marketing managers to make strategic decisions based on scientific evidence rather than relying solely on intuition.” [Read further](#)

Opening the black box of Free Trade Agreements



Associate Professor of International Economics Tristan Kohl recently received a grant from the Dutch Research Council (NWO). He got the grant for research on how lobbying by firms and non-governmental organizations shapes the rules on international trade. When studying international trade agreements, he always tries to find ways to infuse our economic intuition with insights and context from related disciplines such as political science and international law. “Free Trade Agreements (FTAs) were long treated as a black box: we had knowledge of whether or not countries had FTAs, but lacked detailed measures on the actual contents of these agreements.” [Read further](#)

Studying multinationals: from Groningen, via Seattle to Sydney



Marloes Korendijk is pursuing a Joint Doctorate and is a PhD candidate at both the Faculty of Economics and Business in Groningen and Macquarie University in Sydney, Australia. Recently, she also visited the University of Washington in Seattle as a research scholar. This international approach suits her PhD topic: Corporate Social Responsibility within multinationals. “In this way, I can truly combine my work and personal interests to become a better educated and connected person and academic.” [Read further](#)



News

Erik Dietzenbacher appointed as Fellow of the Regional Science Association International

Professor Erik Dietzenbacher was appointed as Fellow of the Regional Science Association International (RSAI). RSAI fellows are renowned scholars with a significant and recognized research record in the field of regional science during a considerable part of their scientific career. [Read further](#)

Niels van der Laan and Aukje Nieuwenhuis win FEB Research Awards 2022

The awards for best PhD thesis and best graduate of the research master were presented at the PhD conference held on June 15. Niels van der Laan won the Best PhD Thesis Award 2022 and Aukje Nieuwenhuis the Research Master Graduate Award 2022. [Read further](#)

Evelien Croonen and co-authors win ISOF Best Paper Award

Assistant professor Evelien Croonen and co-authors have won the Best Paper Award at the conference of the International Society of Franchising (ISOF), which was held in Rennes, France in June. They received the award for their paper titled "Antecedents and consequences of franchisee trust in their franchise consultants". [Read further](#)

Jenny van Doorn receives NWO grant for project on public service by teams of robots and humans

Professor of Services Marketing Jenny van Doorn has received a grant of € 400,000 from the Dutch Research Council (NWO) for a project on public service by teams consisting of both robots and human employees. The project titled 'My robot colleague will be with you in a moment – Public service by teams of robots and humans' aims to investigate how robots and human employees should work together to safeguard service satisfaction and client well-being, as well as job satisfaction and work performance of the human employee. [Read further](#)



Recent publications

Below we list a few examples of recent publications.

Besharov, M., and **B. Mitzinneck** (2023). The Multiple Facets of Corporate Purpose: An Analytical Typology. *Strategy Science*, forthcoming.
<https://doi.org/10.1287/stsc.2023.0186>

Fernández-Val, I., **A. van Vuuren**, F. Vella, and F. Peracchi (2023). Selection and the Distribution of Female Real Hourly Wages in the United States. *Quantitative Economics*. 14 (2), 571-607.
<https://doi.org/10.3982/QE1777>

Hanisch, Marvin, Reuer, Jeffrey J., Haeussler, Carolin, Devarakonda, Shivaram Venkata (2023). Hybrid Administrative Interfaces: Authority Delegation and Reversion in Strategic Alliances,. *Organization Science*.

Mickeler, M., P. Khashabi, **M. Kleine**, and T. Kretschmer (2023). Knowledge seeking and anonymity in digital work settings. *Strategic Management Journal*, forthcoming.
<https://doi.org/10.1002/smj.3504>

Peng, C., T.H.A. Bijmolt, F. Voelkner, and H. Zhao (2023). A Meta-Analysis of Brand Extension Success: The Effects of Parent Brand Equity and Extension Fit. *Journal of Marketing*, forthcoming.
<https://doi.org/10.1177/00222429231164654>

Pulles, N.J., C. Ellegaard, and **J. Veldman** (2023). The Interplay Between Supplier-Specific Investments and Supplier Dependence: Do Two Pluses Make a Minus? *Journal of Management*, 49 (4), 1187-1495.
<https://doi.org/10.1177/01492063221087643>

Slager, R., K. Chuah, J.P. Gond, S. Furnari, and M. Homanen (2023). Tailor-to-Target: Configuring Collaborative Shareholder Engagements on Climate Change. *Management Science*, forthcoming.
<https://doi.org/10.1287/mnsc.2023.4806>



Recent PhD Graduates

Peer Stiegert

Organizational Morality and Misconduct: a Mixed-method Approach to Stakeholders' Condemnation of Organizational Misconduct

Promotor: Prof. J.D.R. Oehmichen, co-promotores: Dr. S. Täuber, and Dr. M.C. Leliveld
Defended on May 8, 2023 [Download](#)

Tom de Greef

Effects of Intermunicipal Cooperation

Promotores: Prof. M.A. Allers and Prof. H.J. ter Bogt
Defended on May 22, 2023 [Download](#)

Amy Jansen

New Perspectives on Financial Decisions:
Investigating Savings and Payment Behaviour in South Africa

Promotores: Prof. B.W. Lensink and Prof. E.H. Bulte
Defended on May 25, 2023 [Download](#)

Slavek Roller

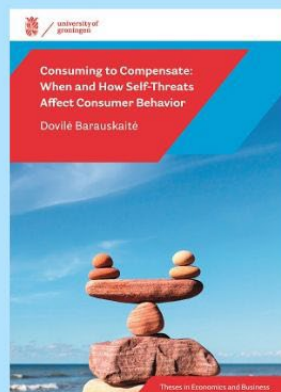
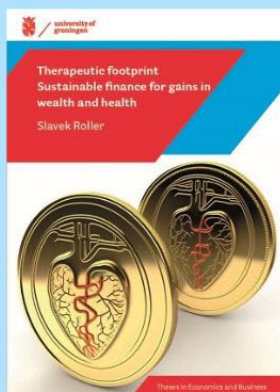
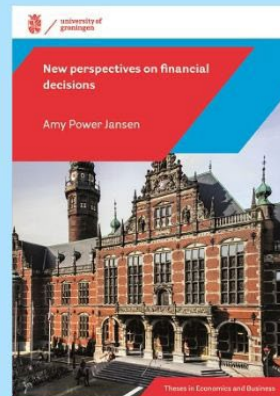
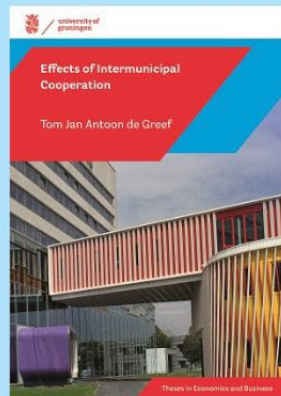
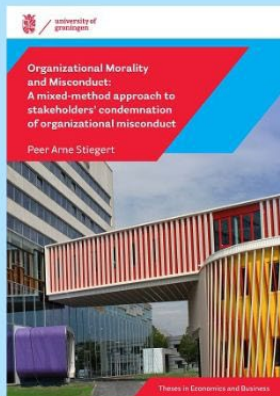
Therapeutic Footprint: Sustainable Finance for Gains in Wealth and Health

Promotor: Prof. D. Bezemer, co-promotor: Dr. C.H. Slager
Defended on June 1, 2023 [Download](#)

Dovilė Barauskaitė

Consuming to Compensate: When and how Self-threats Affect Consumer Behavior

Promotores: Prof. B.M. Fennis and Prof. J. Gineikiene
Defended on June 29, 2023 [Download](#)





Useful links

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Colophon

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

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