Martine van der Heide

Background

Education

Research Master
in Economics and Business
Marketing profile

Master Marketing
Marketing Intelligence track

Bachelor Business Economics (cum laude)
Minor Psychology

Academic positions

PhD candidate (2014 - present)
Marketing department, Faculty of Economics and Business

Part-time research assistent (2014)
Conducting research on behalf of the marketing department's Customer Insights Center (CIC)

Conference presentations

Van der Heide, Martine T., Koert van Ittersum, & Jenny van Doorn (2016). Healthy-Shopping Dynamics: The Relative Healthiness of Food Purchases Throughout Shopping Trips, in Special session: Contemporary Issues in Healthier Food Choice, *ACR North American Conference,* Berlin, Germany.

Research interests

Healthy-shopping dynamics

The obesity epidemic is largely driven by the overconsumption of unhealthy foods. Over 50% of the food consumed is purchased in grocery stores.

We investigate systematic and nonlinear patterns in the relative healthiness of consecutive food purchases in grocery stores.

Understanding such patterns is essential for curbing the obesity epidemic, as effects of healthy choices could be eliminated by unhealthy choices later in the shopping trip, and vice versa.

Supervisors

Prof. dr. ir. Koert van Ittersum
Professor of Marketing and Consumer Well-Being

dr. Jenny van Doorn
Associate Professor in Marketing

university of groningen