25 years SOM
An initially fragile institute matured into a world-class research school

Felix Eggers
Using economics to measure well-being

Floor Rink appointed editor Academy of Management Journal

On the cover:
SOM: 25 years of research in economics & business.
Floor Rink has been appointed as associate editor of Academy of Management Journal. In her role as associate editor, Floor Rink (professor in Organizational Behavior), becomes a member of the new editorial team that will determine the content of the world’s leading academic journal on management research in the upcoming three years.

Rink is pleased with her appointment, because it gives her the opportunity to help decide what type of research makes an important contribution to her field. “In the last few years, we have been going through a substantial transition to implement more transparent and robust research practices. Yet fundamentally new theoretical insights are often derived from innovative and unique research designs that have not been used before. Furthermore, the world in which we live and work is highly dynamic and difficult to capture.

For researchers, it is highly challenging to fulfill all requirements. I therefore like to help think about the type of papers that convey these goals best, and hence, are publishable in AMJ. The editorial team can signal what the Academy of Management considers high quality research, and it is great to have the chance to fulfill this role.”

FEB is proud of Rink’s appointment. It is a major achievement to acquire such a position in this phase of one’s career. And it is important to have a professor appointed at a top journal like the Academy of Management Journal. It reflects well on the faculty’s reputation and signals that FEB’s management research is at a top level.
SOM: more than the SUM of its parts?
On 31 January 2019, the research school SOM celebrated its 25th anniversary. Over 200 colleagues, PhD and Research Master students gathered at the multimedia center DOT in Groningen to enjoy an afternoon and evening with interesting speakers, food and drinks. The day before, January 30th, the review committee met with representatives of SOM as part of the midterm review.

25th anniversary

The afternoon programme, chaired by SOM director Gerben van der Vegt, started with a presentation by Prof. Arie Kapteyn (University of Southern California and chair of the research midterm review committee). He shared the committee’s preliminary findings and shed his light on research in economics & business in the Netherlands. Next on the programme was Ruben Terlou, the Dutch filmmaker, photographer, and physician, famous for the two Dutch television series on China. In his talk entitled Chinese Dreams: the human face of China he gave a fascinating view on China. Last but not least Prof. Markus Becker (AKA Pieter de Rijk) gave a presentation on the circular economy. It took some people more time than others to realize that they were dealing with a comedian rather than a famous German professor.

There was more to celebrate than SOM’s anniversary. The last national research assessment in 2015 was very positive, the results of the current mid-term review look good, the Research Master was selected best master in the Netherlands, and in 2018 the annual US News Best Global Universities report ranked the University of Groningen 32nd worldwide and 10th in Europe in the subject of Economics and Business.

In 1998, SOM was formally accredited by the KNAW (Royal Netherlands Academy of Arts and Sciences) and this accreditation resulted in renewed energy to make SOM a success. The initial wait-and-see attitude of many researchers turned into a willingness to invest time and energy in collaboration and joint research projects. Though the Faculty of Spatial Sciences left SOM, the merger of the Faculties of Economics and Business, the development of the Research Master and the introduction of the Tenure Track system as well as the “SOM criteria” provided a boost for the growth of SOM.

Over the past 25 years, an initially fragile institute has matured into a synergetic, vibrant and world-class research school. Within a culture of mutual respect, management scholars and economists are working together on joint multidisciplinary research projects, and an increasing number of international publications are with colleagues from different research programmes. SOM nowadays brings together and unites a large number of researchers with heterogeneous backgrounds, nationalities, research topics and research methods.
Midterm review

On January 30, 2019 three members of the review committee had interviews with representatives of the six research programmes and the SOM management. All eight members of the committee (i.e., the members of SOM’s Advisory Board) assessed the performance of SOM and its six programmes against international standards and best practices regarding research, teaching, recruitment and retention of staff. Input for the midterm review was the self-evaluation report that focused on the strategic goals and actions, adapted on the basis of the 2015 review.

The committee concluded that SOM is doing very well on average, but that the challenge will be to take the next step. The committee provided very helpful feedback and suggestions for what could be done to further improve our performance. Suggestions include but are not limited to a more effective grant strategy, explicit goals to improve diversity, to encourage and stimulate people to focus on their best work and to provide support to enhance the visibility of SOM’s researchers. In the upcoming months, the Faculty Board and SOM will discuss next steps and think carefully about how the committee’s recommendations can be implemented.

SOM’s goals

- Further strengthen the top-level output of our research, leading to enhanced international visibility and recognition in the academic community
- Attract and retain high-quality staff
- Stimulate multi-disciplinary research initiatives
- Increase external funding of research projects
- Increase our international network
- Improve the placement of PhD students
- Improve the dissemination of research results
Booklet
At the occasion of SOM's anniversary the booklet “SOM: 25 years of research in economics and business” was published. In this booklet SOM showcases 50 researchers, with personal stories and quotes. On the cover of this issue of FEB Research are all the photos. In the booklet and below are a few of the quotes.

“SOM stands for Support, Opportunities and Mentorship.”
Name: Aneta Oleksiak
Position: PhD Candidate
Relationship with SOM: Sponsorship of my PhD program
At FEB since: September, 2015

“I find the research environment within SOM to be innovative, energized and supportive.”
Name: J. Stuart Bunderson
Position: George and Carol Bauer Professor of Organizational Ethics and Governance, Washington University in St. Louis
Relationship with SOM: Honorary Professor of Group and Organization Management
At FEB since: August 2006

“SOM is like many things in Groningen: It is about getting good things done, without complaining or bragging.”
Name: Bernard Nijstad
Position: Professor of Decision Making and Organizational Behavior at HRM/OB
Relationship with SOM: Full member
At FEB since: April 2009

“I am really proud of SOM and actually promote the school and its structure overseas. I see SOM as a model and role model that universities can follow for many years to come.”
Name: Peter S.H. Leeflang
Position: Emeritus Professor Frank M. Bass Distinguished Professor of Marketing
Relationship with SOM: Emeritus fellow; former Chairman of the Board
At FEB since: 1976

“SOM means the research home I belong to, I receive support from, and I contribute to. It is a big family with multidisciplinary, international scholars, where I’m always inspired by new ideas, new approaches and new collaboration opportunities for research.”
Name: John Dong
Position: Associate Professor
Relationship with SOM: SOM Fellow
At FEB since: 2014

“SOM challenges and stimulates me to develop new research ideas.”
Name: Yasemin Karaibrahimoglu
Position: Assistant Professor (Tenure Track)
Relationship with SOM: Associate Fellow
At FEB since: August 2014
Felix Eggers
Measuring well-being in the digital age
It all began when he was working overseas at the Massachusetts Institute of Technology and began collaborating with Erik Brynjolfsson and Avinash Collis on massive online choice experiments. The international teamwork has continued since. “We Skype weekly or so,” Eggers said. The question the researchers are trying to answer is how to improve the way economics measures well-being. It’s particularly tricky in a time when much human activity — from checking your bus route on Google Maps, to warning your boss by email that you’re going to be late — takes place in a digital form that does not incur a monetary transaction.

Once, Gross Domestic Product was used as a proxy for well-being: if a country’s economy was growing, its citizens’ welfare could be thought to be improving. This was always a flawed measure for well-being, but its limitations are even starker now that some of the most used products in the world, from Facebook to Google’s search engine, do not incur a straightforward cost and therefore are not captured in GDP. So how to measure those free digital goods? An appropriate measure is the consumer surplus. It’s the difference between the amount the consumer is willing to pay for it, and the amount they actually have to pay on the market. However, asking users how much they would pay to use the services if they had to has limitations: as users are accustomed to the services being free, they may be unlikely to express a fair value.

A more precise method applied by Eggers and his colleagues is to ask users instead how much they would need to be paid not to use services like email, search engines and instant messaging.

This research took the form of a series of experiments. One approach simply asked consumers to choose between two options: either keeping access to a specific digital good or staying away from it for a specific monetary amount. For example: Would you prefer to a) keep access to all digital maps or b) do not use digital maps for one year in exchange for €1.000? The money offers were randomised according to an experimental design. In the first survey in the United States, the most highly valued goods were search engines: respondents demanded an average of around $17,000 a year to give them up. Next came email, at around $8,000, and then maps at $3,500.

The next study added an incentive to respondents to answer less hypothetically, zeroing in on how much consumers value Facebook specifically. Eggers and his colleagues added a lottery: one in every 200 respondents would be picked to follow through, and would really have to give up Facebook in order to earn the money. The results showed that the median US consumer values Facebook at $40-50 per month.

Finally, Eggers conducted a laboratory experiment of how much students valued specific services here in Groningen. It found that the students valued WhatsApp much more highly than Facebook. Half of the students would not give up WhatsApp for less than €650 a month.

“That was really surprising, because you would expect that students might not have as much income, and they would accept lower values,” Eggers said. “We followed up on that, and WhatsApp really is the connection to fellow students, and needed to for work assignments, but also to keep up with family that might be somewhere else.”

What is next? First of all, as the researchers will soon have the results of experiments spanning four years, their results are developing into something of an index of how online services are valued over time. It’s early days, but the initial data suggest that most services are increasing in value, while Facebook may be stagnating. More broadly, Eggers hopes the research will contribute to improving how economics measures well-being. “A related working paper looks at how to use these values to create another measure that focuses on the benefits of products and services, rather than the costs: GDP-B,” Eggers said. “And another follow up project is to study potential disadvantages like addiction to digital products.” It looks like the Skype sessions will be continuing for some time to come.

It’s a happy day for Felix Eggers: years of research has come to fruition with research results published in Proceedings of the National Academy of Sciences of the United States of America.

“We started working on this in 2016, and we saw that it worked,” Eggers said. “Now we do it every year.”

Publication in the spotlight

Brynjolfsson, E., Collis, A. & Eggers, F, 2019, Using massive online choice experiments to measure changes in well-being, Proceedings of the National Academy of Sciences of the United States of America 116, 15, p. 7250-7255
Welcome to FEB’s annual research talent fair
During a coffee break, PhD student Yiqing Peng asks his discussant Richard Jong-A-Pin whether he should prepare for the worst for this afternoon’s discussion of his research. Associate Professor Jong-A-Pin understands his feelings. “I have stood here as a PhD student myself. I thought it was hell on earth”, he jokingly says. “Each discussant has about ten minutes to give their feedback. This means that there is not much time to discuss the feedback tactfully or diplomatically. It soon becomes a barrage of feedback.”

The helping hand

Professor Machiel Mulder implores PhD students to recognise that researchers who know all the tricks are not out to get their younger colleagues. “Our feedback is free advice”, he says. “If you don’t like it, you can discard it. You have to learn to do that as a PhD student.” During an individual feedback session with PhD student Jan Eise Fokkema, he offers a helping hand. “Remember that you will have to be able to explain your research to a journalist. What is its social relevance? I can help you with that.”

Friends

Feedback may seem personal, but you should always view it as feedback on your research, according to PhD student Femke Cnossen. “If you keep that in mind, it’s fine. As PhD students, we really look forward to this conference. You have to hand in a new version of your research. A deadline like that really helps.” And yes, the PhD Conference is also a very fun day. “I still have a lot of friends from my time as a Research Master’s student. It is nice to see how everyone is doing with their PhD research.”

On the next pages, you can read an interview with Femke Cnossen about her research and the winning presentation that she gave for the 3 Minute Thesis Competition. FEB Research also spoke with Niels van der Laan, who was announced as the Best Graduate of the Research Master’s in Economics and Business at the PhD Conference, and with Holmer Kok, who made off with the SOM Award for the best PhD thesis.
Femke Cnossen
The Risk of Routine Work

Technology has fundamentally changed the labour market. There have been changes in the work employees do and the tasks they are given. This has led to a growing inequality in the labour market. Femke Cnossen is studying the impact of technology on individual employees. Who can handle it? Who is left behind?

Introducing Cnossen’s talk at the SOM PhD Conference, her discussant Milena Nikolova said: “Ladies and gentlemen, we are pleased to announce an award-winning presentation.” Two weeks earlier, Cnossen had won the University of Groningen’s 3 Minute Thesis Competition, in which PhD students present their research to a wide audience in 180 seconds, using a single image. “I love explaining a complex topic as simply as possible. It’s like a challenging game”, says Cnossen. “It took me a day to write that pitch. What is the main point of my research, and why is it relevant to my audience?”

Self-Checkout Cash Registers
The presentation began with a photo of four automatic cash registers in a supermarket. “Now instead of six regular cashiers, there are only two. Two of the other cashiers were given a new task: they now help customers to operate the new machines. But at this specific supermarket there is no work left for the other two employees.” This is one example of technology changing the way we work, says Cnossen. But how does this affect you? Should you fear new technology?

Ominous Headlines
Cnossen offers some reassurance. Newspaper headlines like ‘Masses of Robots Taking Our Jobs’ are misleading. It is not that simple. “On balance, technological change has not led to unemployment, but it does create inequality in the labour market. What we see is a polarization of jobs. Roughly speaking, you can say that two kinds of jobs remain: high-quality work at the top end of the labour market and poor-quality work at the bottom. It is the jobs in the middle that disappear because the work is taken over by machines. So, if you cannot operate machines or computers, if you are not capable of abstract thought or if you are not creative, you will only be able to find basic service jobs.”

Important Work
Workers with low levels of education compete not only with other unskilled people, but also with cheap workers in other countries as well as with machines, Cnossen explains. “Workers at the bottom of the labour market have a weak negotiating position. I am researching what this means for them individually. Do the wages of people doing routine work rise more slowly? Are these workers at greater risk of losing their jobs? I plan to follow them over a considerable period so as to track the development of their careers, their tasks and their income. I think this is important work. After all, you see this happening everywhere. Just look at the self-checkout cash registers at Albert Heijn.”

Boost
Cnossen looks back on the SOM PhD conference with pleasure. “I thought it was very enjoyable and useful. It was the perfect opportunity to discuss my research with fellow PhD students and other faculty members. And the five pages of feedback that my wonderful discussant provided are a real boost for my research. Milena is now actively involved in my project, and this additional cooperation is very valuable.” The discussion that followed Cnossen’s presentation led to the integration of new elements into the research. “The focus has shifted a bit. I now want to incorporate the point that what is happening in the Netherlands labour market may be a signal of future changes in other countries. Our country is technologically more advanced than less developed countries. I am now elaborating this comparative part of the study with Milena Nikolova, Robert Inklaar, and Steven Brakman.”

From Groningen to Kraków
After Cnossen’s success in the 3 Minute Thesis Competition, a video of her winning pitch was sent to the Coimbra Group for their International 3MT Competition. Out of 20 videos submitted by European universities, Cnossen’s entry was selected as one of the top three. The three finalists recently competed at the Coimbra Group Annual Conference in Kraków, Poland.
Recombining abandoned knowledge can lead to valuable inventions, and the frequent evaluation of existing knowledge components is definitely worthwhile. This is one of the conclusions of Holmer Kok’s PhD thesis on the topic of knowledge recombination in the fuel cell industry. In addition, he shows that not all organizations benefit from working with other companies, despite existing research that claims the opposite. Kok, who currently works as an Assistant Professor at the House of Innovation at the Stockholm School of Economics (SSE), was awarded the 2018 SOM Award for the best PhD research.

Surprisingly valuable
Kok also developed recommendations for companies. “It is important to share information about new inventions with other inventors swiftly and accurately, to simplify and improve the recombination processes of other parties. Moreover, alliances can play a decisive role in identifying new sources of component knowledge and developing high-quality technological solutions within organizations.” To make valuable new discoveries, it is important to implement adequate strategies for resource management. Kok discovered that knowledge components that remain unused for lengthy periods can be surprisingly valuable in knowledge recombination. He is encouraging organizations to evaluate their knowledge pools on a regular basis so that these components can be rediscovered, and possibly used to realize important technological inventions.

Stockholm School of Economics (SSE)
At SSE, Kok examines factors underlying the creation of valuable new technologies. Alongside this, he studies the performance implications of various extramural knowledge sourcing strategies, such as strategic alliances and mergers and acquisitions. “My move to Stockholm has, overall, been very smooth. The new department which I became a part of, embedded within the so-called House of Innovation, has been an extremely welcoming and stimulating environment, constantly pushing me to start new initiatives and extend my boundaries as a researcher and lecturer.”

When politicians ‘meddle in’
Over the past year, Kok has been very busy with continuing the research that he started during his PhD, but also with developing new research trajectories. “The first empirical paper based on my PhD thesis is forthcoming in the Journal of Management, and we’re still actively working on getting the remaining two empirical papers published in top journals.” Together with his PhD supervisors Dries Faems and Pedro de Faria, with whom Kok really enjoys to collaborate, he is also looking into new ways to extend the research that he started during his PhD. “We are, for example, currently investigating what happens when politicians “meddle in” with government-funded R&D projects, and how that influences their performance. This initially sparked my interest during my PhD, but it was too far outside the scope of my dissertation. Now that I’m in the Tenure Track, I have more freedom in deciding what type of research I would like to do. That is quite a liberating feeling.”

“This is what a university should look like”
Kok says he has grown enormously as a researcher and lecturer over the past year: “In terms of research, I’ve gained new experiences such as organizing and setting up new research projects, supervising PhD students, and creating value for external parties from my ongoing research. In terms of teaching, I have learned how to develop course units, paying special attention to the specific pedagogical needs of students. The students at SSE are absolutely brilliant, but also hard to satisfy. This constantly demands that the lecturers stimulate their intellectual needs, and remove non-value adding activities from course units. I really like that teaching and research are both taken seriously at SSE. This is what a university should look like.”
Decision-making under uncertainty
The combination has been successful so far. Romeijnders has remained Van der Laan’s supervisor after the latter received an excellent mark for his Research Master’s thesis. The high graduation marks and high praise culminated in Van der Laan winning the title of Best Graduate of the Research Master in Economics and Business. “My final research project was to develop solution methods for models for a certain class of problems: decision-making problems under uncertainty. While this may sound very abstract, there are many examples to be found in daily life. This knowledge can, for instance, be used to schedule surgery and nurses in hospitals or to create flight schedules for airports.”

Sound scheduling
“These schedules are planned several months ahead, which means that there are many different uncertainties to take into account: you don’t know what the weather will be like, and there may be strikes by pilots or ground staff. The idea is to design a schedule that is somewhat resilient to such disruptions and that minimizes delays. So, how can one take all those uncertainties into account in advance?”

Mathematics first
While the above examples are a great way to give a face to an abstract field, they are not at the heart of his work, Van der Laan stresses. “I don’t study those sorts of applications. I focus on the general mathematics behind them: which methods can be used to solve those types of planning problems? When testing new scientific insights, it is nice to see how your solution method performs in practice. How long does it take a computer to compute the solution: is the wait ten minutes or two hours?”

Delving into details
Recently, Van der Laan made his debut at the University of Groningen PhD Conference, where all FEB PhD students are expected to present their research twice during their PhD track. “I always enjoy talking about my research, and it was interesting to present my work to people who might not understand as much about it. The challenge is always to keep it accessible. It is difficult to explain the hard mathematics, whereas I prefer to delve into these details myself. I wasn’t too tense; these are colleagues I know well. Of course, the professors are incisive and critical, that’s true. Still, there are only a few people who know precisely what my research is about. In the end, me and Ward are usually the ones who recognize the potential of an idea or the lack of it at quite an early stage.”

Niels van der Laan
The mathematical puzzles behind flight schedules

Generalized alpha-approximations for two-stage mixed-integer recourse models... Niels van der Laan understands that the subject of his PhD research won’t immediately ring a bell for everyone. The potential applications of his work are fascinating nonetheless. Imagine creating an optimal model for planning all incoming and outgoing flights at Amsterdam Airport Schiphol three months in advance, explains Van der Laan. Isn’t it great to solve difficult math puzzles?

Van der Laan, already an excellent mathematician in secondary school, decided to study econometrics. At the university, he was soon noticed by the late professor Maarten van der Vlerk. “Solving puzzles, that’s what I like to do. It was my main reason to choose econometrics. Within this degree programme, I soon specialized in operations research, the field with the most puzzles. After 18 months, Maarten approached me and asked whether I would like to conduct joint research with Ward Romeijnders.”
New in Groningen
Ilke Bakir
Why did you choose Groningen?

“I chose Groningen – the university, rather than Groningen – the city. I was considering jobs worldwide at the time, and the University of Groningen appealed to me the most with its academic culture, perspective, history, the expertise of faculty members, and the opportunities it provides for the development of both faculty and students. It is a well-known and widely respected institution and I am honored to be a part of it.”

Could you tell us more about your career so far?

“After completing my Master’s degree at the North Carolina State University in Raleigh, U.S.A. in 2011, I started my PhD at the Georgia Institute of Technology in Atlanta, U.S.A. Upon completion of my PhD in December 2017, I started my current job as an assistant professor at the Department of Operations at FEB. This job has a special place in my heart as it is my first “grown-up” job after receiving my title.”

Your research is in operations research. What issues are dealt with in your research?

“My research interests have always been in applications/methodologies of large-scale optimization models. I work mainly in two streams of research topics: (1) Optimization in transportation and logistics networks, (2) Optimization under uncertainty.

Transportation networks have always been in the focus of the operations research community, because the technologies and expectations are ever-changing, and therefore there is always room for improvement. I work on operational issues, such as vehicle routing, as well as tactical/strategic issues, such as fleet replacement and planning. Some of my past work involves fleet planning for transportation carriers aiming at transitioning to a greener fleet (with alternative fuel vehicles). I am currently working on vehicle routing problems that involve launching drones from delivery trucks, which is a recent problem in last-mile delivery (also known as city logistics).

The area of optimization under uncertainty consists of optimization problems where some of the problem parameters become known after the time of decision-making (these parameters are unknown at the time of solving the problem). In this area, I have methodological work that focuses on how to efficiently solve such problems. Additionally, I worked on a vehicle and empty container routing problem where customer demand is uncertain.”

And how about societal relevance?

“With globalization, the environmental (and economical) impact of transportation is continuously increasing. Optimization approaches in transportation and logistics are aimed towards meeting the increasing expectations of service quality and speed, while minimizing the negative effects of transportation on the society, such as greenhouse gas emissions, noise, and costs.

The world is moving towards more innovative transportation systems, such as intelligent and self-organizing logistics, and the Physical Internet. These worldwide initiatives strongly benefit from optimization approaches, as efficiency is everything in this area. My work answers questions such as “How can we transition to a green fleet in the most efficient way?”, “How can we route vehicles in a way that would minimize total emissions/costs?”, and “What are the best ways of collaboration between transportation carriers so that global initiatives such as Physical Internet can succeed?”

What can we expect of you in the future?

“Given the societal relevance of my work, my aspiration is to continue my research in city logistics and collaborative transportation systems. In addition to making top publications in relevant journals, I expect to build strong industry relationships and have some of my academic work be implemented in real-life transportation systems.

I intend to maintain and expand my research network internationally. For that, I am currently scheduled to present my work in the Workshop of the EURO Working Group on Vehicle Routing and Logistics Optimization (in June 2019) and the INFORMS Annual Meeting (in October 2019). By presenting my work in international conferences/invited talks and building new research collaborations, I aspire to become a globally acknowledged name in my field.”

rug.nl/staff/i.bakir
Publications and activities

Please find below an overview of publications in top journals (with an AIP of 85+), PhD theses & research reports in the period December 2018 – June 2019 as well as an overview of upcoming conferences, workshops and summershools to be organised at FEB.

Publications


**PhD theses**

Joost van de Brake
Individual employees' multiple team membership: A double-edged sword
Promotores: Prof. G.S. van der Vegt, Prof. F.A. Rink and Prof. F. Walter, copromotor: Dr. P.J.M.D. Essens
Defended on February 28, 2019

Arnold Commandeur
Understanding legacy information systems and abandon decision making
Promotor: Prof. E.W. Berghout
Defended on April 25, 2019

Qiubin Huang
Systemic risk and financial regulation
Promotores: Prof. J. de Haan and Prof. L.J.R. Scholtens
Defended on June 27, 2019

Jasper de Jong
Fiscal policy in the European Economic and Monetary Union
Promotores: Prof. J. de Haan, and Prof. J.H. Garretsen
Defended on April 18, 2019

Oleksii Koval
The roles of experience, commitment to new platforms, and inter-firm cooperation in shaping new product performance
Prof. W.A. Dolfsma, copromotores: Dr. T.L.J. Broekhuizen, Dr. K.R.E. Huizingh, and Dr. A. Martovoy
Defended on May 16, 2019

Vincent Kunst
Institutional distance, and institutional complexity in international business
Promotor: Prof. S. Beugelsdijk, copromotor: Dr. A.A.J. van Hoorn
Defended on March 7, 2019

Maite Laméris
A new political divide? Political ideology and its economic implications
Promotor: Prof. J.H. Garretsen, copromotor: Dr. R.M. Jong A Pin
Defended on February 14, 2019
Huan Liu
Omnichannel retailing: Mobile channel adoption and digital discounts
Prof. P.C. Verhoef, copromotor: Dr. L. Lobschat
Defended on May 23, 2019

Ye Liu
Employee incremental and radical creativity: Differential antecedents, psychological mechanisms, and boundary conditions
Promotor: Prof. O. Janssen, Copromotor: Dr. T. Vriend
Defended on January 28, 2019

Ronny Prabowo
Cost behavior, ownership types, and managerial ability
Promotores: Prof. P.M.G. van Veen-Dirks and Prof. R.B.H. Hooghiemstra
Defended on May 16, 2019

Dennis Prak
Practice-inspired contributions to inventory theory
Promotores: Prof. R.H. Teunter and Prof. J. Riezebos
Defended on May 23, 2019

Sebastian Sadowski
Keep your eyes on the goal! The impact of consumer goal pursuit on the effectiveness of subtle marketing cues
Promotores: Prof. B.M. Fennis and Prof. K. van Ittersum
Defended on May 2, 2019

Irina Stanga
Bank fragility and financial stability policies
Promotor: Prof. B.W. Lensink, copromotores: Dr. J.P.A.M. Jacobs and Dr. M. Lamers
Defended on February 7, 2019

Laura Viluma
Economy and health: Essays on early-life conditions, health, and health insurance
Promotor: Prof. R.J.M. Alessie. Copromotores: Dr. J.O. Mierau and Dr V. Angelini
Defended on April 8, 2019

Chengyong Xiao
Tensions in sustainable supply chain management: Instrumental, institutional, and paradoxical perspectives
Promotores: Prof. D.P. van Donk and Prof. J.T. van der Vaart, copromotor: Dr. M.M. Wilhelm
Defended on February 18, 2019

Working Paper Series

2018016-GEM
Rozite, K.
Financial and Real Integration between Mexico and the United States

2019001-EEF
Lugalla, I.M., J. Jacobs, and W. Westerman
Drivers of Women Entrepreneurs in Tourism in Tanzania: Capital, Goal Setting and Business Growth

2019002-EEF
Brock, E.O.de
On Incremental and Agile Development of (Information) Systems

2019003-OPERA
Laan, N. van der, R.H. Teunter, W. Romeijnders, and O.A. Kilic
The Data-driven Newsvendor Problem: Achieving On-target Service Levels.

Upcoming conferences and workshops

Symposium ‘Towards Prevention of Cardiovascular Disease’, organized by Aletta Jacobs School of Public Health and Department of Cardiology, UMCG.
June 26, 2019

The 16th Corporate Finance Day
September 19, 2019
More information on the website: https://www.rug.nl/feb/organization/departments/eeff/cfday

Conducting Experiments in Entrepreneurship Research - A Paper development Workshop for Early Career Scholars
October 8-9, 2019

Mainz-Groningen Workshop on Foreign Direct Investment and Multinational Corporations
November 4-5, 2019
More information on the website: https://sites.google.com/rug.nl/kmwacker/home/research/fdi-workshop for more information.

FEB Summer Schools 2019
http://www.rug.nl/education/summer-winter-schools/

Corporate Governance and the Effectiveness of Boards
July 1-5, 2019

Financial Inclusion and Sustainable Growth: Recent Developments (in Stellenbosch, South Africa)
July 7-12, 2019
In the past months, several FEB researchers have been appointed to various positions and grants were obtained.

**Grants**

Two NWO/Dinalog Integrator grants for FEB research

Researchers of FEB have received two national grants for two studies within the NWO/ Dinalog Integrator programme, which focuses on the role of logistics as a facilitator for strengthening society:

The first project, coordinated by researchers Onur Kilic, Ruud Teunter and Jasper Veldman, focuses on the implications of the energy transition for offshore service logistics, with the aim to developing smart offshore service logistics concepts for maintaining complex offshore assets and an emphasis on the integration of transport and logistics over different energy sources (in particular oil & gas and offshore wind). FEB Researchers are involved with this project as well as five business partners: Groningen Seaports, NAM, ORTEC, Peterson, Siemens Gamesa.

The second project concerns research into innovative applications in the logistics of care aids (beds, hoists, wheelchairs, mattresses, etc.). Researchers involved are: Paul Buijs, Taco van der Vaart and Erik Buskens. Three pilot studies will take place at care group Rivas along with care aids supplier Vegro. Multiple health care organisations are participating as well.

**Awards and Prizes**

Holmer Kok and Niels van der Laan win SOM Awards 2018

The research school SOM presented the 2018 Awards for Best Graduate of the Research Master and best PhD Thesis at the PhD Conference. Niels van der Laan won the title Best Graduate of the Research Master in Economics and Business. Holmer Kok won the SOM Award for the best PhD research. Van der Laan (profile: Business Analytics & Econometrics), was honored for his thesis Generalized \( \tau \)-approximations of two-stage mixed-integer recourse models, supervised by Ward Romeijnders and Ruud Teunter. The runners-up were Bart Claassen and Ruben van Beesten. Kok, currently Assistant Professor at Stockholm School of Economics, was honored for his thesis To Complete a Puzzle, You Need to Put the Right Pieces in the Right Place: Exploring Knowledge Recombination and the Creation of New Inventions, supervised by Dries Faems and Pedro de Faria. The runners-up were Eduard Suari Andreu and Beatriz Rodriguez Sanchez. You can read more on the winners on their research on page 14-15.
Appointments

Peter Verhoef new dean of FEB
Peter Verhoef has been appointed as new dean, starting 1 June 2019 for a period of four years. Peter Verhoef (1972) is professor of Marketing at FEB and the director of the University of Groningen Business School (UGBS). He also is the founder and director of Groningen Digital Business Centre and the Customer Insights Center of the University of Groningen. He obtained his PhD in 2001 at the School of Economics, Erasmus University Rotterdam.

Harry Garretsen appointed member of NWO board
Harry Garretsen has been appointed as a member of the Social Sciences and Humanities board of the Netherlands Organisation for Scientific Research (NWO, Nederlandse Organisatie voor Wetenschappelijk Onderzoek). Garretsen, former dean of FEB, is professor of International Economics & Business and co-director of Center of Expertise In the Lead.

Lex Hoogduin appointed as director KHMW
Lex Hoogduin has been appointed as director of the Royal Holland Society of Sciences and Humanities (KHMW, Koninklijke Hollandsche Maatschappij der Wetenschappen). Hoogduin is Professor Economics of Complexity and Uncertainty in Financial Markets and Financial Institutions.

Marcel Timmer to be appointed board member of the Netherlands Bureau for Economic Policy Analysis (CPB)
The CPB is to appoint Marcel Timmer as a member of its board as from 1 September 2019. Prof. Timmer has been Professor of Economic Growth and Development at the University of Groningen since 2010. He is currently also the Director of the Groningen Growth and Development Centre (GGDC). In addition to his new position, Timmer will continue to be a part-time professor in Groningen.

Jenny van Doorn appointed professor Services Marketing
As of 1 May, FEB researcher Jenny van Doorn has been appointed as professor in Services Marketing. Her field of expertise is services, service technology, customer engagement, sustainability, food waste.

Rian Drogendijk appointed Director of Graduate Studies
Rian Drogendijk, associate professor of International Business, has been appointed as Director of Graduate Studies. In this role she will be responsible for SOM's research master and PhD programme. She has succeeded Taco van der Vaart, who was the first director of graduate studies for a period of almost 10 years.

News in brief

PhD Femke Cnossen wins 3 Minute Thesis Competition
In March 2019 the University of Groningen organized the 3 Minute PhD Thesis Competition 2019: 12 PhD students presented their research to a non-specialist audience and a panel of judges in only three minutes, with just one slide. The winner of the UG #3MT competition was Femke Cnossen of FEB, with a presentation on her research about the effects of automation and globalization on the wages and careers of Dutch workers. Out of 19 participating universities, Cnossen came third with her presentation in the Three Minute Thesis (3MT) competition held in Kraków, Poland on 7 June.

FEB Alumnus wins Anton Dreesmann Award for Retail Marketing
Nick Roode, who graduated in the MSc Marketing, won the Anton Dreesmann Award for Retail Marketing, a prestigious national thesis award. This is Nick’s second award, because he also won the Leeftlang Thesis Award for the best FEB marketing thesis. Professor Tammo Bijmolt was Nick’s supervisor.

Most promising PhD proposal Award for Johannes Kleinhempel
In May Johannes Kleinhempel won the award for the most promising PhD proposal at the European International Business Academy Meeting in Poznan (Poland). The prize was awarded after a competition which included presentation, defense and Q&A by senior faculty members from other universities across Europe. Johannes Kleinhempel is currently on a visit at London School of Economics. His PhD is on comparative analysis of entrepreneurship.

Read more about our research on our FEBblog:

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