

Curriculum Vitae

G.B.W. Willenborg

1980: Bachelor Psychology, University of Amsterdam.

1985: MSc. Social and Organisation Psychology, University of Groningen.

1983-1988: Researcher, SWOKA, Institute for Consumer Research, The Hague.

1988-1992: Senior Manager, SWOKA, Institute for Consumer Research, The Hague.

1992 - 2005: Assistant Professor, Department of Marketing, RUG.

2005 - Present: Assistant Professor, Departments of International Economics and Business and International Business and Management, RUG.

2001: PhD. in Economics, Department of Marketing. Promoters: A.P. Buunk and P.S.H.

Leeflang. Thesis title: An integrated conceptual model of cooperative consumer relationships in services: development and test.

Courses taught in chronological order:

- Marketing Management
- Consumer Behaviour and Market Research
- Consumer Behaviour and Relationships
- Services Marketing
- Economic Psychology
- Business Research Methods
- Strategic Management
- Organisation Theory
- Organisational Behaviour and Cultural Diversity
- International Business Negotiations
- Business Ethics and Corporate Social Responsibility
- Bachelor thesis. Themes: Anglo-Saxon management styles and Alternatives; The Effect of CEO Personality on Management Style and Organizational Performance (Clinical Organisational Psychology)
- Coordinator Bachelor Theses
- Supervision Master Theses

Interests: Individual and Collective Fallacies in Decision-making ('Rational Irrationality'), Abuse of research in management fiascos, Evidence-Based Management, Positive Organizational Behavior (POS), Military History, (also see Bachelor Thesis Themes).

Publications.

Laan, G. van der, Willenborg, G.B.W., Ees, H. van & Huse, S.M. (2007). Similarity, trust, and disagreement: A reassessment of calls for independent boards of directors. In A. Zattoni, M. Huse & T. Sellevoll (Eds.), *Boards and governance 2007: Best paper proceedings from the EURAM boards and governance track in Paris 2007*. (pp. 74-89). Paris.