

# CV Hans Risselada

## PERSONAL INFORMATION

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Name: Hans Risselada  
Date, place of birth: August 20 1982, Warmenhuizen, The Netherlands  
Gender: Male  
Citizenship: Dutch  
Work address: Department of Marketing  
Faculty of Economics and Business  
University of Groningen  
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## EDUCATION

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**Oct. 2021 – Nov. 2022** Senior Teaching Qualification  
**Feb. 2016** University Teaching Qualification  
**Feb. 2016** Research visit, The Wharton School of the University of Pennsylvania  
**2007 - 2012** PhD in Marketing, University of Groningen  
Title: “Analyzing Behavior in Customer Relationships Accounting for Customer-to-Customer Interactions”. Supervisors: Prof. dr. P.C. Verhoef, Prof. dr. T.H.A. Bijmolt (*defended June 14 2012*)  
**2001 - 2007** MSc Econometrics, University of Groningen  
**1994 - 2000** High school O.S.G. Willem Blaeu, Alkmaar, The Netherlands

## EMPLOYMENT

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**2022 – present** **Associate professor**, Marketing Department, Faculty of Economics and Business, University of Groningen  
**Program Director MSc Marketing**  
**2017 – 2022** Assistant professor (*tenured*), Marketing Department, Faculty of Economics and Business, University of Groningen  
Program Coordinator MSc Marketing  
**2011 – 2017** Assistant professor, Marketing Department, Faculty of Economics and Business, University of Groningen  
**2007 - 2011** PhD candidate, Marketing Department, Faculty of Economics and Business, University of Groningen  
**Sept. 2006 - April 2007** Master thesis research project at Dutch telecom operator KPN. *Title: Churn Prediction for a Large Dutch Telecommunication Company*  
**April. 2004 - Aug. 2006** Teaching assistant Mathematics, Statistics, and Financial Accounting (BSc International Economics and Business)

## PUBLICATIONS

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Eggers, Fabian, **Hans Risselada**, Thomas Niemand, and Sebastian Robledo (2022). "Referral Campaigns for Software Startups: The Impact of Network Characteristics on Product Adoption." *Journal of Business Research*, forthcoming.

Ye, Mengbin, Lorenzo Zino, Žan Mlakar, Jan Willem Bolderdijk, **Hans Risselada**, Bob M. Fennis, and Ming Cao (2021). "Collective patterns of social diffusion are shaped by individual inertia and trend-seeking." *Nature communications*, 12 (1), 1-12.

Van Doorn, Jenny, Peter C. Verhoef, and **Hans Risselada** (2021). Does Sustainability Sell? The Impact of Sustainability Claims on the Success of National Brands' New Product Introductions. *Journal of Business Research*, 137, 182-193.

Wieringa, Jaap E., P.K. Kannan, Xiao Ma, Thomas Reutterer, **Hans Risselada**, Bernd Skiera (2021), "Data Analytics in a Privacy-Concerned World," *Journal of Business Research*, 122, 915-025

Van Doorn, Jenny, Peter C. Verhoef, and **Hans Risselada** (2020). Sustainability Claims and Perceived Product Quality: The Moderating Role of Brand CSR. *Sustainability*, 12(9), 3711.

**Risselada, Hans**, Lisette de Vries, and Mariska Verstappen (2018), "The impact of social influence on the perceived helpfulness of online consumer reviews," *European Journal of Marketing*, 52 (3/4), 619-636.

Leliveld, Marijke C., and **Hans Risselada** (2017), "Dynamics in charity donation decisions: Insights from a large longitudinal data set," *Science Advances*, 3 (9).

**Risselada, Hans**, Peter C. Verhoef, and Tammo H.A. Bijmolt (2016), "Indicators of Opinion Leadership in Customer Networks: Self Reports and Degree Centrality," *Marketing Letters*, 27 (2), 449-460.

**Risselada, Hans**, Peter C. Verhoef, and Tammo H.A. Bijmolt (2014), "Dynamic Effects of Social Influence and Direct Marketing on the Adoption of High-Technology Products," *Journal of Marketing*, 78 (2), 52-68.

**Finalist for the 2019 Sheth/Journal of Marketing Award**

**Finalist for the 2015 Shelby D. Hunt/Harold H. Maynard Award**

**Finalist for the 2015 MSI/H. Paul Root Award**

**Risselada, Hans**, Peter C. Verhoef, and Tammo H.A. Bijmolt (2010), "Staying Power of Churn Prediction Models," *Journal of Interactive Marketing*, 24(3), 198-208.

**Winner Best Paper Award Journal of Interactive Marketing 2011**

Libai, Barak, Ruth Bolton, Marnix S. Bügel, Ko de Ruyter, Oliver Götz, **Hans Risselada**, and Andrew T. Stephen (2010), "Customer-to-Customer Interactions: Broadening the Scope of Word of Mouth Research," *Journal of Service Research*, 13(3), 267-82.

## Book chapters

**Risselada, Hans**, and Jeroen van den Ochtend (2021) Social Network Analysis. In: Homburg C., Klarmann M., Vomberg A.E. (eds) *Handbook of Market Research*. Springer, Cham.

Beckers, Sander F., **Hans Risselada**, and Peter C. Verhoef (2014), "Customer Engagement: A New Frontier in Customer Value Management," in *Handbook of Service Research* (eds. Roland T. Rust and Ming Hui Huang)

## Dutch publications

**Risselada, Hans**, Peter C. Verhoef, and Tammo H.A. Bijmolt (2013), "Houdbaarheid van churnvoorspellingsmodellen," *Jaarboek Ontwikkelingen in het Marktonderzoek*, 217-33.  
**Winner MOA Science Award 2013**

## Non-academic publications

**Risselada, Hans** (2021), "[Als er één schaap over de dam is, volgen er meer](#)," in Bolderdijk, J. W., Peels-Matthey, S., & Popkema, A. (2021). *Achterhaalde waarheid? Zin en onzin van spreekwoorden*. In Boekvorm Uitgevers.

**Risselada, Hans** (2021-08-31), "Verkoopt duurzaamheid?," *Duurzaam-ondernemen.nl*, <https://www.duurzaam-ondernemen.nl/hans-risselada-rug-verkoopt-duurzaamheid/>

Verhoef, Peter C., Jenny van Doorn, and **Hans Risselada** (2020-08-14), "Opinion: Ondernemingen moeten echt zijn in de intenties voor een duurzame wereld. Nu is het niet genoeg," *Nederlands Dagblad (Dutch newspaper)*, <https://www.nd.nl/opinie/opinie/987377/duurzaam-leven-vraagt-actie>

## CONFERENCES AND INVITED SEMINARS

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EMAC Conference 2022, Budapest, *Presentation title*: How do customer relationships evolve: Deciphering touchpoint dynamics.

Young European Scholars (YES|Marketing) Conference August 2021 (*online*), University of Groningen (part of the organizing committee)

EMAC Conference 2019, Hamburg, *Presentation title*: Friends in Low Places: The Compensatory Effect of Co-Location on the Diffusion of Digital Products.

Young European Scholars (YES|Marketing) Conference August 2018, Frankfurt School of Finance and Management.

EMAC Conference 2018, Glasgow, *Presentation title*: Does Sustainability Sell? The Impact of Sustainability Claims on the Success of National Brand's New Product Introductions.

University of Zurich, April 2018, *Presentation title*: *The impact of competition on key drivers of customer churn: A Meta-analytic approach*.

Thought Leadership Conference on Digital Business Models, Groningen 2018; participant.

EMAC Conference 2017, Groningen. *Presentation title*: *Dynamics in Charity Donating Decisions: Insights from a Large Longitudinal Dataset*.

Marketing Science Conference, INFORMS 2015, Baltimore. *Presentation title: How Reviews are Reviewed: How Social Influence Affects the Perceived Usefulness of Online Consumer Reviews*

VU University, Invited Research Seminar, February 2015, *Presentation Title: Indicators of Social Influence in Customer Networks: Opinion Leadership and Network Characteristics*

TU Eindhoven, Invited Research Seminar 2013. *Presentation Title: Dynamic Effects of Social Influence and Direct Marketing on the Adoption of High-Technology Products*

EMAC Conference 2012, Lisbon. *Presentation title: An Investigation of the Determinants of Social Influence in Customer Ego-Networks*

Marketing Science Conference, INFORMS 2011, Houston. *Presentation title: An Investigation of the Determinants of Social Influence in Customer Ego-Networks*

ENBIS (European Network for Business and Industrial Statistics) Conference 2010, Antwerp. *Presentation title: Social Influence in the Adoption Process of Innovative Products: A Dynamic Modelling Approach*

Marketing Dynamics Conference 2010, Istanbul. *Presentation title: Social Influence in the Adoption Process of Innovative Products: A Dynamic Modelling Approach*

Marketing Science Conference, INFORMS 2010, Cologne. *Presentation title: Social Influence in the Adoption Process of Innovative Products: A Dynamic Modelling Approach*

AMA Sheth foundation doctoral consortium 2010, fellow, The Neeley School of Business, Texas Christian University, Fort Worth, Texas

3<sup>rd</sup> Thought Leadership Conference on Customer Management, Montabaur 2009; research assistant and participant

Marketing Science Conference, INFORMS 2008, Vancouver. *Presentation title: Staying Power of Churn Prediction Models*

## GRANTS

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2023 MSI Research Grant for the project “(Un)intended spillovers of green government policies: The case of plastic bag regulations.” (5,000 USD)

2011 MSI Research Grant for the project “Determinants of Social Influence on Adoption in Customer Ego-Networks” (7,000 USD)

## PHD SUPERVISION

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Janneke Koster, started September 2022

Narly Rambaros, started September 2019

Žan Mlakar, started September 2019

Roelof Hars, started September 2016

## TEACHING EXPERIENCE

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<b>2014 – present</b>	Marketing Analytics (BSc Econometrics) ( <i>evaluated 4.5/5</i> )
<b>2012 – present</b>	Digital Marketing Intelligence (MSc) ( <i>evaluated 4.7/5</i> )
<b>2009 – present</b>	Master thesis supervision
<b>2015 – 2017</b>	Coordination Master Thesis Groups

<b>2012 – 2017</b>	Customer Models (MSc) ( <i>evaluated 4.7/5</i> )
<b>2012 – 2016</b>	Marketing Theory (PhD) ( <i>not evaluated</i> )
<b>2012 – 2015</b>	Research Paper (Pre MSc) ( <i>not evaluated</i> )
<b>2011 – 2012</b>	Multivariate Data Analysis (PhD)
<b>2009 – 2012</b>	Field Course Marketing (MSc) ( <i>evaluated 4.2/5</i> )
<b>2009 – 2012</b>	Marketing Model Building (MSc) ( <i>evaluated 4.2/5</i> )
<b>2008 – 2012</b>	Marketing for Econometrics (BSc) ( <i>evaluated 4.2/5</i> )

## REVIEWING ACTIVITIES

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Reviewer for Journal of Marketing Research, Journal of Marketing, International Journal of Research in Marketing, Journal of Retailing, Journal of Interactive Marketing, Marketing Letters, Journal of Service Research, International Journal of Production Economics, Frontiers in Psychology, Israel Science Foundation grant proposals, Swiss National Science Foundation grant proposals.

## SOFTWARE

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R, Python, SAS, Stata, SQL, SPSS, LaTeX

## SERVICE

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<b>January 2022 – present</b>	Member Teaching Academy Groningen – Community of Practice on Blended Learning
<b>March 2020 – July 2021</b>	Chair of the Team Online Teaching, Faculty of Economics and Business
<b>February 2014 – Sept. 2018</b>	Board member regional board NIMA (Netherlands Institute for Marketing)
<b>October 2015 – Sept. 2016</b>	Faculty steering group Master Internship Plus
<b>January 2008 – Feb. 2011</b>	Member of the faculty PhD council
<b>March 2005 - April 2005</b>	Research project at the Russian State University of Oil and Gas named after Gubkin, Moscow