

CV Hans Risselada

PERSONAL INFORMATION

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

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

2017 – present **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

Wieringa, Jaap E., P.K. Kannan, Xiao Ma, Thomas Reutterer, **Hans Risselada**, Bernd Skiera (2019), "Data Analytics in a Privacy-Concerned World," *Journal of Business Research*, forthcoming

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), p. 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

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

WORKING PAPERS

Van Doorn, Jenny, **Hans Risselada**, and Peter C. Verhoef (2019), "Does Sustainability Sell? The Impact of Sustainability Claims on the Success of New Product Introductions."

CONFERENCES AND INVITED SEMINARS

- Young European Scholars (YES|Marketing) Conference August 2018, Frankfurt School of Finance and Management.
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
- 3rd 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

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

TEACHING EXPERIENCE

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| 2014 – present | Marketing Analytics (BSc Econometrics) (<i>evaluated 4.5/5</i>) |
| 2012 – present | Digital Marketing Intelligence (MSc) (<i>evaluated 4.7/5</i>) |
| 2009 – present | Master thesis supervision |

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

REVIEWING ACTIVITIES

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.

SOFTWARE

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

EXTRACURRICULAR ACTIVITIES

February 2014 – Sept. 2018	Board member regional board NIMA (Netherlands Institute for Marketing)
October 2015 – Sept. 2016	Faculty steering group Master Internship Plus
January 2008 – Feb. 2011	Member of the faculty PhD council
March 2005 - April 2005	Research project at the Russian State University of Oil and Gas named after Gubkin, Moscow