

J.W. BOLDERDIJK: CURRICULUM VITAE

PERSONAL DETAILS

Name: Jan Willem Bolderdijk
Date of Birth: 17/12/1981
Nationality: Dutch
University Profile: <http://www.rug.nl/staff/j.w.bolderdijk/>
Research video: <https://www.youtube.com/watch?v=jkjdYWA7iUo>



EDUCATION

2005 **MSc**, Department of Social Psychology, University of Groningen. Awarded June 24, 2005. Thesis title: "Social comparison and environmentally-friendly behavior."
Supervisor: prof. dr. Linda Steg
2011 **KLI certificate** ("PhD training"), Kurt Lewin Institute.
2011 **PhD**, Department of Social Psychology, University of Groningen. Awarded January 13, 2011. Thesis title: "Buying People: The Persuasive Power of Money."
PhD Supervisors: prof. dr. Linda Steg and prof. dr. Tom Postmes
2012 **BKO certificate** ("Teaching degree") University of Groningen. Awarded July 5, 2012.

CURRENT APPOINTMENT

2018 onwards **Young Academy Groningen**, Member.
2018 onwards **Associate Professor**, Department of Marketing, University of Groningen, The Netherlands.
2013-2017 **Assistant Professor**, Department of Marketing, University of Groningen, The Netherlands.

PREVIOUS APPOINTMENTS

2010-2013 **Post-doctoral Researcher**, Department of Social Psychology, University of Groningen, The Netherlands.

INTERNATIONAL RESEARCH STAYS

2015 **Visiting Professor**, Department of Economics & Business, Universitat Pompeu Fabra, Barcelona, Spain (May-July).
2009 **Visiting Scholar**, Center for Applied Behavior Analysis, Department of Psychology, Virginia Tech, Blacksburg, United States (January-March).

OTHER POSITIONS

2020 onwards **Co-director** of Bolderdijk Boerderij B.V. (farm)

AWARDS/PRIZES/RESEARCH GRANTS

2020 Currently in the final round of the **Vidi Research Grant**, Netherlands Organization for Scientific Research (NWO) "The Do-Gooder's Dilemma": €750.000
2019 Funding awarded for a **PhD project** on "Fostering neighbourhoods by managing social norms" (with dr. Ward Rauws, Faculty of Spatial Sciences): €212.000

- 2017 One of 10 finalists for the **Klokhuis Popular Science** prize
- 2015 **Best Paper Award** IAAP (Division 4) for “Acting Green Elicits a Literal Warm-Glow” (Nature Climate Change, 2015, with Danny Taufik and Linda Steg).
- 2015 One of 25 official nominees for the “**Greatest Dutch/Flemish Scientific Talent**” award by NewScientist.nl
- 2015 **Outstanding Young Researcher Award**, Faculty of Business and Economics, University of Groningen.
- 2014 **Veni Research Grant**, Netherlands Organization for Scientific Research (NWO) "The social risks of sustainable consumption": €249.720
- 2013 **Incassade Grant**: follow-up research on message framing and debts: €55.318.
- 2012 **Incassade Grant**: a field experiment on message framing and debts: €25.900
- 2011 **OECD Grant**: Discussion Paper Insurance Costs and Accident Risks: €4.000
- 2010 **Univé Grant**: A field trial on pay-as-you-drive vehicle insurance: €30.000

CONSULTANCY WORK

Raad voor Leefomgeving en Infrastructuur (Council for Environment and Infrastructure)
 Dutch Ministry of Justice
 Dutch Ministry of Finances
 AFM (Dutch Authority for the Financial Markets)
 NIBUD (National Institute for Family Finance Information)
 Municipality of The Hague
 Municipality of Utrecht
 Insurance agencies (Interpolis, Univé)
 Voedingscentrum (National Center for Nutrition Information)

COMMITTEE WORK

- 2019 Chair of the Young Academy Groningen Public Engagement Committee.
- 2018 Chair of the Educational Committee MSc Marketing, University of Groningen.
- 2016 Founding member & key researcher of the University of Groningen Signature Area “Markets & Sustainability”.
- 2015 Co-organizer of the Marketing Seminar Series, University of Groningen.
- 2014 Committee member on the report “Doen en laten. Effectiever milieubeleid door mensenkennis”, Council for Environment and Infrastructure (Raad voor Leefomgeving en Gedrag).
- 2013 Member, Master thesis committee Social Psychology, University of Groningen.
- 2009 Co-founder/organizer of the “First Summer school on Theories in Environmental Psychology”, University of Groningen.

PEER REVIEW

For organizations/associations: *Research Foundation Flanders (FWO)*, *European Marketing Academy (EMAC)*, *ASPO (Dutch Association for Social Psychology)*

For journals: *International Journal of Research in Marketing*, *Journal of Public Policy & Marketing*, *Journal of Experimental Social Psychology*, *European Journal of Social Psychology*, *Nature Human Behavior*, *Nature Climate Change*, *Nature Energy*, *Journal of Environmental Psychology*, *Global Environmental Change*, *Journal of Consumer Behavior*, *Journal of Consumer Policy*, *Accident Analysis & Prevention*, *Ecological Economics*, *Environment & Behavior*

KEY COLLABORATORS

International: Paul Piff (Berkeley, US), Scott E. Geller (Virginia Tech, US), Gert Cornelissen (Universitat Pompeu Fabra, Spain), Tim Kurz (Bath, UK), Ben Ye (Perth, Australia)

National: Hans Risselada, Koert van Ittersum, Marijke Leliveld, Yannick Joye, Linda Steg, Ming Cao, Ward Rauws (University of Groningen)

TEACHING

2014 onwards **Course coordinator** Consumer Psychology, Master Marketing, University of Groningen.

2011-2013 **Course coordinator** “Applying Theories”, Master Social Psychology, University of Groningen.

Individual and Guest lectures University of Groningen:

Philosophy and Ethics of Business (2017)
Qualitative Research Methods (2017 onwards)
Behavioral Decision Making (2014)
Testing Theories (2010)
Qualitative Research Methods (2013-2014)
Social Environment & Behavior (2010-2014)
Consumer and Economic Psychology (2011-2014)
Environmental Psychology (2010-2014)
Careerperspectives (2013)
Introduction to Psychology (2013)

Guest lectures TUDelft: Social Psychology of Traffic (2007-2010)
Guest lecture Virginia Tech: Applied Behavioral Analysis (2009)
Guest lectures Kurt Lewin Institute: Conducting Field Experiments (2011-2013)

PHD SUPERVISION

Since 2019, I host **bi-weekly lab meetings: my PhD students meet, share and discuss their (research) ideas in an informal setting – outside when possible.*

Tabea Hoffman (with dr. W. Rauws, September 2020-onwards): Fostering Neighbourhoods by Managing Social Norms.

Annayah Prossner (with dr. T. Kurz, prof. dr. L. Blackwood & prof. dr. S. O’Neill, 2019-onwards): How

Moral Identities Shape Social Change).

Zan Mlakar (with dr. H. Risselada & prof. dr. B.M. Fennis, 2018-onwards): How Impression Management Concerns Hinders Social Diffusion.

Claire Brouwer (with dr. G. Cornelissen, 2016-onwards): Making Moral Exemplars More Digestible. Expected completion date: Spring 2022.

Anouk Schippers (with prof.dr. A.Soetevent and prof.dr. M.Haan, 2015-onwards): Facilitating Energy Transitions. Expected completion date: Fall 2021.

Jan Koch (with prof.dr. K.van Ittersum, 2015-onwards): Disgust & Transitioning to Sustainable Diets. Expected completion date: Summer 2021

Leonie Venhoeven (with prof.dr. Linda Steg, 2011-2016): Environmental Sustainability and Happiness. PhD awarded in September 2016.

Danny Taufik (with prof. dr. Linda Steg, 2011-2015): Can You Feel It? Exploring the Role of Emotions in Explaining Environmentally-Friendly Behavior. PhD awarded in November 2015. Danny received the Unilever Best Dissertation Award (IAAP Division 4: Environmental Psychology) for his thesis.

Ebru Dogan (with prof. dr. Linda Steg and prof. dr. Patricia Delhomme, 2010-2013), Driving feedback: Psychological Factors Influencing the Effectiveness of Feedback. PhD awarded in February 2013.

INVITED TALKS AND OUTREACH

Invited speaker (“De psychologie van moreel afwijkend gedrag”) to **KAW Architecten**, Groningen, March 2020.

Invited speaker (“When doing good is socially awkward”) to the Winter School on Politics, Philosophy and Economics, **Faculty of Philosophy**, University of Groningen. Groningen, March 2018.

Invited speaker (“Een beter milieu begint bij het zelf”) at ‘[Let’s Gro!](#)’, Groningen, November 2019.

Invited seminar speaker (“Doing good while avoiding to appear superior”) to the Department of Behavioral Engineering, **University of Leuven**, Leuven, May 2019.

Invited seminar speaker (“Doing good while avoiding to appear superior”) to the Department of Psychology, **University of Bath**, Bath, November 2018.

Invited seminar speaker (“When Doing The Right Thing is Socially Awkward”) to the Department of Social Psychology, **University of Amsterdam**. Amsterdam, October 2018.

Invited seminar speaker (“When Doing The Right Thing is Socially Awkward”) to the Department of Social Psychology, **University of Utrecht**. Utrecht, October 2018.

Invited seminar speaker (“Undercover Altruism”) to the **Kurt Lewin Institute** Conference. Zeist, April 2018.

Invited seminar speaker (“When Doing The Right Thing is Socially Awkward”) to the Center for Politics, Philosophy and Economics, **Faculty of Philosophy**, University of Groningen. Groningen, March

2018.

Invited seminar speaker (“Tipping points in sustainable consumption”) to the **Sociology Department** of University of Groningen. Groningen, June 2017.

Invited seminar speaker (“Tipping points in sustainable consumption”) to the Marketing Department of **Free University of Amsterdam**. Amsterdam, April 2017.

Lecture on environmentally-friendly behavior (“Financiële prikkels en milieubewustzijn”) to the [Vereniging Nationale Gemeenten](#). Utrecht, 2016.

Lecture on environmentally-friendly behavior (“Milieuvriendelijk gedrag”) to a selection of high-school students in the context of the [Scholierenacademie](#). Groningen, 2015.

Lecture on moral do-gooder derogation (“De psychologie van moreel afwijkend gedrag”) to professionals working in sustainability and marketing, as part of an [Impact Academy](#) course (“Psychologie voor duurzaamheid”). Utrecht, 2015.

Lecture on research on tipping points in sustainable consumption (“Een beter milieu begint bij het zelf”), to key players in business (e.g. the CEOs of Unilever, Triodos), in the context of an [Ubbo Emmius Fonds](#) meeting. Rotterdam, 2015.

Lecture on “Promoting Sustainable Consumer Behavior”, to academics working in the area of economics and sustainability, during the kick-off meeting of the [Centre for Energy Economics Research](#). Groningen, 2014.

Keynote speaker on irrational consumer behavior (“Rood staan en toch een nieuwe televisie?”) to 250 professionals working in financial counselling, in the context of the [Kredietbank Groningen Jubileum Congres](#). Groningen, 2014.

Lecture on moral and monetary consumer motives (“Een beter milieu begint bij het zelf”) to professionals working in sustainability and marketing, in the context of an [Impact Academy](#) course. Utrecht, 2014.

Invited seminar speaker (“Sustainable consumer behavior”) to the **Marketing and Consumer Behavior Department** of University of Wageningen, 2013.

Keynote speaker on irrational financial decision making (“Maken we wel optimale keuzes?”), to policymakers and financial counselors, in the context of the **Wijzer in Geldzaken** congress, organized by the Dutch Ministry of Finances. Amsterdam, 2011.

Invited speaker on my research on pay-as-you-drive vehicle insurance, to an international audience of car insurance companies, legislators and policymakers, in the context of the “Insurance Costs and Accident Risks”, [OECD/ITF round table meeting](#). Paris, 2011.

Invited speaker, on limited human performance in traffic (“De menselijke factor in het verkeer”), to traffic engineers and policy makers, **Post-academisch onderwijs**. Utrecht, 2010.

SELECTED COVERAGE OF RESEARCH IN POPULAR MEDIA

2019 Expert-interview on the “klimaatmarsen” in the Belgian newspaper [Het Nieuwsblad](#)

- 2018 My research on the psychology of climate change was extensively discussed in the impactful [Eerste Hulp Bij Klimaatverandering](#).
- 2018 Opinion piece in the [Volkskrant](#), on the national meat-free week.
- 2017 [Dagblad van het Noorden](#), on my Klokhuis Science Prize nomination.
- 2016 Front-page interview in newspaper [Trouw](#), on the effects of the surcharge on plastic bags.
- 2015 Full-page interview in [Dagblad van het Noorden](#), on my NewScientist talent nomination.
- 2015 [The Huffington Post](#) featured our 2015 Nature Climate Change paper.
- 2014 The [Guardian](#) featured our 2012 Nature Climate Change paper.
- 2014 I was interviewed by the television show [FactCheckers](#) on the effects of financial incentives on creativity.
- 2011 The newspaper [Metro](#) discussed my keynote lecture on consumers' financial behavior for the Ministry of Finances on their frontpage.

J.W. BOLDERDIJK: LIST OF PUBLICATIONS

JOURNAL ARTICLES {24}

1. Venhoeven, L.A., Bolderdijk, J.W., & Steg, L. (in press). Why going green feels good. *Journal of Environmental Psychology*.
2. Joye, Y., Bolderdijk, J.W., Koester, M. & Piff, P. (2020). A diminishment of desire: Exposure to nature relative to urban environments dampens materialism. *Urban Forestry & Urban Greening*. <https://doi.org/10.1016/j.ufug.2020.126783>
3. Bosehans, G., Wan, J. & Bolderdijk, J.W. (2020). Pay more, fly more? Examining the potential guilt-reducing and flight-encouraging effect of a default carbon offset. *Journal of Environmental Psychology*, 101469.
4. Prossner, A., Judge, M, Bolderdijk, J.W., Blackwood, L. & Kurz, T. (2020). ‘Distancers’ and ‘non-distancers’? The potential social-psychological impact of moralising Covid-19 mitigating practices on sustained behaviour change. *British Journal of Social Psychology*. DOI: 10.1111/bjso.12399
5. Bolderdijk, J.W., Brouwer, C. & Cornelissen, G. (2018). When Do Morally-Motivated Innovators Elicit Inspiration Instead Of Irritation? *Frontiers in Psychology*, 8, 2362.
6. Bolderdijk, J.W., Frieswijk, R., L.Steg & Woerdman, E. (2017). Understanding Effectiveness Skepticism. *Journal of Public Policy & Marketing*, 36(2), 348-361.
7. Woerdman, E. & Bolderdijk, J.W. (2017). Emissions Trading for Households? A Behavioral Law and Economics Perspective. *European Journal of Law and Economics*. DOI: 10.1007/s10657-015-9516-x

8. Van den Broek, Bolderdijk & Steg (2017) Individual Differences in Values Determine the Relative Persuasiveness of Biospheric, Economic and Combined Appeals. *Journal of Environmental Psychology*, 53, 145-146.
9. Venhoeven, L. A., Bolderdijk, J. W., & Steg, L. (2016). Why acting environmentally-friendly feels good: Exploring the role of self-image. *Frontiers in Psychology*, 7, 1846.
10. Taufik, D., Bolderdijk, J.W. & Steg, L. (2016). Going Green? The Relative Importance of Feelings over Calculation in Driving Environmental Intent in the Netherlands and the United States. *Energy Research & Social Science*, 22, 52-62.
11. Bolderdijk, J.W., Van der Werff, E., & Steg, L. (2016). De psychologische effecten van prijsprikkels. *Tijdschrift Vervoerswetenschap*, 52(1).
12. Joye, J. & Bolderdijk, J.W. (2015). An Exploratory Study into the Effects of Extraordinary Nature on Emotions, Mood, and Prosociality. *Frontiers in Psychology*, 5, 1577.
13. Taufik, D., Bolderdijk, J.W., & Steg, L. (2015). Acting Green Elicits a Literal Warm Glow. *Nature Climate Change*, 5(1), 37-40.
14. Dogan, E., Bolderdijk, J. W., & Steg, L. (2014). Making Small Numbers Count: Environmental and Financial Feedback in Promoting Eco-driving Behaviours. *Journal of Consumer Policy*, (3), 413-422.
15. Noppers, E.H., Keizer, K., Bolderdijk, J.W. & Steg, L. (2014). The Adoption of Sustainable Innovations: Driven by Symbolic and Environmental Motives. *Global Environmental Change*, 25, 52-62.
16. Schouten, T.M., Bolderdijk, J.W. & Steg, L. (2014). Framing Car Fuel Efficiency: Linearity Heuristic for Fuel Consumption and Fuel-Efficiency Rating. *Energy Efficiency*, 7, 891-901. DOI: 10.1007 / s12053-014-9260-z.
17. Steg, L., Bolderdijk, J.W., Keizer, K.E. & Perlaviciute, G. (2014). An Integrated Framework for Encouraging Pro-Environmental Behaviour: The Role of Values, Situational Factors and Goals. *Journal of Environmental Psychology*, 38, 104-115.
18. Leijten, F.R., Bolderdijk, J.W., Keizer, K., Gorsira, M., van der Werff, E., & Steg, L. (2014). Factors That Influence Consumers' Acceptance of Future Energy Systems: The Effects of Adjustment Type, Production Level, and Price. *Energy Efficiency*, 7, 973-985.
19. Bolderdijk, J.W., Gorsira, M., Steg, L. & Keizer, K.E. (2013). Knowledge of Values Helps Explaining the (In)effectiveness of Environmental Awareness Campaigns. *PLoS ONE*, 8(12): e83911.
20. Bolderdijk, J.W., Steg, L., & Postmes, T. (2013). Fostering Support for Work Floor Energy Conservation Policies: Accounting for Privacy Concerns. *Journal of Organizational Behavior*, 34(2), 195-210. doi: 10.1002/job.1831.
21. Venhoeven, L.A., Bolderdijk, J.W., Steg, L. (2013). Explaining the Paradox: How Pro-Environmental Behaviour can both Thwart and Foster Well-Being. *Sustainability* 5, 1372-1386. Oxford, UK: John Wiley & Sons.
22. Bolderdijk, J.W., Steg, L., Geller, E.S., Lehman, P.K. & Postmes, T. (2012). Comparing the Effectiveness of Moral versus Monetary Motives in Environmental Campaigning. *Nature Climate Change*, 3, 413-416.
23. Bolderdijk, J.W., Knockaert, J., Steg, E. M., & Verhoef, E. T. (2011). Effects of Pay-As-You-Drive Vehicle Insurance on Young Drivers' Speed Choice: Results of a Dutch Field Experiment. *Accident*

Analysis & Prevention, 43, 1181-1186.

24. Hamstra, M. R. W., Bolderdijk, J. W., & Veldstra, J. L. (2011). Everyday Risk Taking as a Function of Regulatory Focus. *Journal of Research in Personality*, 45, 134-137.

BOOK CHAPTERS {6}

1. Handgraaf, M., Griffioen, A. & Bolderdijk, J.W. & Thøgersen, J. (2017). Economic psychology and pro-environmental behavior. In Raynard, R. (Eds.) *Economic Psychology: The Science of Economic Mental Life and Behaviour* (pp. 435-450). Wiley/Blackwell, British Psychological Society Textbook Series.
2. Venhoeven, L., Steg, L., & Bolderdijk, J.W. (2017). Can Engagement in Environmentally-Friendly Behavior Increase Well-Being? In Fleury-Bahi, G. et al (Eds.) *Handbook of Environmental Psychology and Quality of Life Research* (pp. 229-237). Springer International Publishing.
3. Lehman, P.K., Geller, E.S. & Bolderdijk, J.W. (2017). Applications of Social Psychology to Increase the Impact of Behaviour-focused Intervention. In Steg, L. Buunk, B., Keizer, K.E. & Rothengatter, T. (Eds.) *Applied Social Psychology* (pp. 52-78). Cambridge University Press.
4. Bolderdijk, J.W. & Steg, L. (2015). Promoting Sustainable Consumption: The Risks of Using Financial Incentives. In Thøgersen, J. Reisch, L. (Eds.), *Handbook of Research in Sustainable Consumption*, 328-341. Cheltenham, UK: Edward Elgar.
5. Geller, E.S., Cunningham, T. & Bolderdijk, J.W. (2014). Ecology: Achieving an Ecologically Sustainable Future. In Gullotta, T.P., & Bloom, M. (Eds.), *Encyclopedia of Primary Prevention and Health Promotion* (pp. 278-293). New York, USA: Springer.
6. Bolderdijk, J.W., Lehman, P.K. & Geller, E.S. (2012). Promoting Pro-environmental Behavior with Rewards and Penalties. In Steg, L., van den Berg, A.E., de Groot, J.I.M., (Eds.), *Environmental Psychology: An Introduction* (pp. 233-242).

WORKING PAPERS {11}

1. Bolderdijk, J.W. & Jans, L. (invited submission). Minority influence and climate change. *Current Opinion in Psychology*.
2. Bolderdijk, J.W. & Cornelissen, G. (under review). When Doing Good Is Socially Awkward. *Journal Experimental Social Psychology*.
3. Ye, B., Zino, L., Mlakar, Z., Bolderdijk, J.W., Risselada, H., Fennis, B.M. & Cao, M (under review): Inertia and trend seeking shape the emergent behavior of social diffusion. *Proceedings of the National Academy of Sciences* (PNAS).
4. Koch, J., Bolderdijk, J.W. & Van Ittersum, K. (under review). Disgusting? No, just abnormal. *Journal of Environmental Psychology*
5. Meijers, M., Bolderdijk, J.W. & Verleg, P.W.J. (under review). Eco-Luxury: Green Advertising Makes Ordinary Products Luxurious. *Journal of Cleaner Production*.
6. Mlakar, Z., Risselada, H., Fennis, B.M. & Bolderdijk, J.W. (in preparation). Releasing the brake: how disinhibition frees people and facilitates innovation diffusion. Target: *Nature Human Behavior*.

7. Brouwer, C., Cornelissen, G. & Bolderdijk, J.W. (in preparation): Mirrors with unflattering reflections. Moral Rebels as Fuel for Social Change or Social Inertia? Target: *Global Environmental Change*.
8. Koch, J., Bolderdijk, J.W. & Van Ittersum, K. (in preparation). No way, that's gross! How marketers can counteract, sidestep, and decrease disgust preventing consumer adoption of sustainable alternatives. Target: *Global Environmental Change*.
9. Leliveld, M., & Bolderdijk, J.W. (in preparation). How To Overcome Overhead Aversion? Target: *Journal of Marketing Research*.
10. Schippers, A., Bolderdijk, J.W. & Risselada, H. (in preparation). The hidden costs of moral appeals. Target: *Journal of Marketing Research*.
11. Scalco, Jager, Bolderdijk, Sartori & Ceschi (in preparation). Green Consumer Behavior: Simulating the Diffusion of Sustainable Food inside Grocery Stores. Target: *Journal of Consumer Psychology*.

CONFERENCE PRESENTATIONS {39}

1. Mlakar, Z., Risselada, H., Fennis, B.M. & Bolderdijk, J.W. (2020). Releasing the brake: how disinhibition frees people and facilitates innovation diffusion. Poster presented at The Society for Personality and Social Psychology's Annual Convention. February 27-29, 2020, New Orleans, United States.
2. Koch, J.A., Bolderdijk, J.W. & Van Ittersum, K. (2019). Emotions, not knowledge, are power: The curious case of evidence insensitive product rejection. Poster presented at Association of Consumer Research Conference (ACR), October 17-20, 2019, Atlanta, United States.
3. Schippers, A., Bolderdijk, J.W. & Risselada, H. (2018) The Social Discomfort of Doing Good - Moral Outliers and Social Norms. 5th International Meeting on Experimental and Behavioral Social Sciences (IMEBESS), Florence, May 3-5, 2018, Italy.
4. Koch, J.A., Bolderdijk, J.W. & Van Ittersum, K. (2018). Disgusting? No, just different. Paper presented at the Psychology of Sustainable Consumption: SPSSI/SASP Small Group Meeting. Philadelphia, May 18-20, 2018, United States.
5. Koch, J.A., Bolderdijk, J.W. & Van Ittersum, K. (2018). Disgusting? No, just different. Paper presented at the European Association of Consumer Research Conference (EACR), June 21-23, 2018, Ghent, Belgium.
6. Brouwer, C., Cornelissen, G. & Bolderdijk, J.W. (2017). When Do Moral Exemplars Elicit Irritation Instead of Inspiration? Poster presented at the Association for Consumer Research Conference (ACR), October 26-29, 2017, San Diego, United States.
7. Koch, J.A., Bolderdijk, J.W. & Van Ittersum, K. (2017). Understanding Consumer Skepticism Towards Sustainable Food Innovations. Paper presented at the European Marketing Association Conference (EMAC), May 23-26, 2017, Groningen, The Netherlands.
8. Brouwer, C. & Cornelissen, G. & Bolderdijk, J.W. (2017). When Do Ethical Consumers Elicit Inspiration Instead of Denigration? Paper presented at the European Marketing Association Conference (EMAC), May 23-26, 2017, Groningen, The Netherlands.
9. Koch, J.A., Bolderdijk, J.W. & Van Ittersum, K. (2016). Understanding Consumer Skepticism

- Towards Sustainable Food Innovations. Poster presented at the Association for Consumer Research Conference (ACR), October 27-30, 2016, Berlin, Germany.
10. Bolderdijk, J.W. & Cornelissen, G. (2016). The Undercover Altruist. Paper presented at the European Marketing Association Conference (EMAC), May 23-27, 2016, Oslo, Sweden.
 11. Bolderdijk, J.W. & Cornelissen, G. (2015). The Undercover Altruist. Paper presented at the Association of Consumer Research Conference (ACR), October 3-5, 2015, New Orleans, United States.
 12. Leliveld, M.C., Bolderdijk, J.W., & Leerentveld, R. (2015) Cause-related Marketing Campaigns: Mutually Beneficial or Risky for Charities. Paper presented at the Association of Consumer Research Conference (ACR), October 3-5, 2015, New Orleans, United States.
 13. Bolderdijk, J.W., Gorisa, M., Keizer, K. & Steg, L. (2015). Values Determine the (In)Effectiveness of Informational Interventions in Promoting Pro-Environmental Behavior. Paper presented on the 11th Biennial Conference on Psychology (Groningen, 2015).
 14. Bolderdijk, J.W., & Cornelissen G. (2014). Undercover altruist: how the fear for social sanction may discourage moral behavior. Poster presented at the Association of Consumer Research Conference (ACR), October 23–26, Baltimore, United States.
 15. Leliveld, M.C., & Bolderdijk, J.W. (2014). Donating a meal or donating money? Effects of different types of cause-related marketing campaigns. Poster presented during the Society for Consumer Psychology Winter conference, March 6-8, Miami (Florida).
 16. Bolderdijk, J.W., De Ruijter, M., Lotz, S. & Perlaviciute, G. (2013). Ethical consumption: Does motivation colour taste perceptions? Manuscript presented at the 12th TIBER symposium on Psychology and Economics, 16 August, 2013, Tilburg, The Netherlands.
 17. Leliveld, M. & Bolderdijk, J.W. (2013). Donating a meal or donating money? Effects of different types of cause related marketing campaigns. Manuscript presented at the 12th TIBER symposium on Psychology and Economics, 16 August, 2013, Tilburg, The Netherlands.
 18. Noppers, E., Keizer, K., Steg, L. & Bolderdijk, J.W. (2013). The costly signal of sustainable innovations. Manuscript presented at the 10th Biannual Conference on Environmental Psychology, 22-25 September 2013, Magdeburg, Germany.
 19. Taufik, D., Bolderdijk, J.W., Steg, L. (2013). Pro-environmental warm glow: Can acting pro-environmentally literally give you a warm feeling? (2013) Manuscript presented at the 10th Biannual Conference on Environmental Psychology, 22-25 September 2013, Magdeburg, Germany.
 20. Leliveld, M.C. & Bolderdijk, J.W. (2013). Donating meals or donating money? Exploring the effects of “monetary” vs. “in kind” Cause Related Marketing campaigns. Invited speaker at the Preconference EACR ‘Moral Dynamics and Socially Responsible Consumer Behavior’, July 3, 2013, Barcelona, Spain.
 21. Venhoeven, L., Bolderdijk, J.W. & Steg, L. (2013). Explaining the relationship between pro-environmental behavior and well-being. Manuscript presented at the 10th Biannual Conference on Environmental Psychology, 22-25 September 2013, Magdeburg, Germany.
 22. Rupertino, A., Keizer, K., Steg, L. & Bolderdijk, J.W. (2012). Positive and negative spill-over effects in environmental behaviour. Manuscript presented at the 30th International Conference on Psychology, 24-27 July 2012, Cape Town, South-Africa.
 23. Venhoeven, L.A., Bolderdijk, J.W., Steg, L & Keizer, K. (2012). A Bright View on Sustainability: When Acting Sustainably Can Increase Well-Being. Manuscript presented at the 30th International Conference on Psychology, 24-27 July 2012, Cape Town, South-Africa.

24. Noppers, E., Keizer, K., Steg, L. & Bolderdijk, J.W. (2012). The adoption of technological innovations: Driven by symbolic motives. Manuscript presented at the 30th International Conference on Psychology, 24-27 July 2012, Cape Town, South-Africa.
25. Bolderdijk, J.W. & Steg (2012). Green or Greedy? A Self-Concept Perspective on Social Marketing. Manuscript presented at the 30th International Conference on Psychology, 24-27 July 2012, Cape Town, South-Africa.
26. Bolderdijk, J.W., Steg, L., Noppers, E. (2011) Where's the fun in driving? Uncovering the influence of symbolic and affective determinants of driving behavior. Manuscript presented at the 9th International Conference on Transport Survey Methods, Thermas de Puyehue, Chile, 15 November, 2011.
27. Bolderdijk, J.W., & Steg, L. (2011). Where's the fun in driving? Hedonic determinants of sustainable driving behavior. Manuscript presented at the 9th Biennial Conference on Environmental Psychology at 26-28 September 2011 in Eindhoven.
28. Bolderdijk, J.W., Geller, E.S., Steg, L., Lehman, P.K., Postmes, T. (2011). Money or Morality? A Self-Concept Perspective on Persuasion. Manuscript presented at the 10th TIBER symposium on Psychology and Economics, Tilburg, The Netherlands, 19 August, 2011, Chair.
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