VITA

Maarten J. Gijsenberg

Contacts

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Personal Details

Date of birth	March 1, 1981
Place of birth	Sint-Truiden (Belgium)
Citizenship	Belgian

This vita was last updated on July 11, 2025.

1. Profile

1.1. Research Interests

Econometric marketing modeling: marketing (effectiveness) dynamics, advertising scheduling, advertising effectiveness, competition, business cycles, time series analysis, Bayesian estimation techniques, crisis situations and marketing, resilience and marketing, product returns, responsible marketing.

1.2. Academic Positions

2022-date	Full Professor of Marketing Dynamics Department of Marketing Faculty of Economics and Business Rijksuniversiteit Groningen (The Netherlands)
2015-2022	Associate Professor of Marketing Department of Marketing Faculty of Economics and Business Rijksuniversiteit Groningen (The Netherlands)
November 2013 - January 2014	Visiting Scholar Department of Marketing Faculty of Business and Economics Monash University, Melbourne (Australia)
2011-2015	Assistant Professor of Marketing Department of Marketing Faculty of Economics and Business Rijksuniversiteit Groningen (The Netherlands)
January 2011	Visiting Scholar Waikato Management School University of Waikato, Hamilton (New Zealand)
January 2010	Visiting Scholar Waikato Management School University of Waikato, Hamilton (New Zealand)
2009-2011	Assistant Professor of Marketing Member of the Center on Consumers and Marketing Strategy Louvain School of Management – Mons Campus UCLouvain – Mons – FUCaM (Belgium)
November 2007	Visiting Scholar Waikato Management School University of Waikato, Hamilton (New Zealand)
2004-2008	Researcher at the Research Center Marketing Faculty of Business and Economics K.U.Leuven (Belgium) Funding provided by the Flemish Research Foundation under grant G.0116.04N

1.3. Academic degrees

2009	PhD in Applied Economic Sciences (Marketing) Faculty of Business and Economics, K.U.Leuven (Belgium) *Advisors*: Marnik G. Dekimpe (Tilburg University and K.U.Leuven) Jan-Benedict E.M. Steenkamp (University of North Carolina at Chapel Hill) *Other committee members*: Harald J. van Heerde (University of Waikato) Vincent R. Nijs (Northwestern University) Luk Warlop (K.U.Leuven) Valarie Zeithaml (University of North Carolina at Chapel Hill)
2004	Master in Commercial Engineering (Handelsingenieur), section International Business and Management Faculty of Business and Economics, K.U.Leuven (Belgium)
2001	Candidate in Commercial Engineering (Handelsingenieur) Faculty of Business and Economics, K.U.Leuven (Belgium)

1.4. Other Positions

2003-date	National Representative NL at the European Marketing Academy EMAC
2023-2024	Research Director RUGCIC Customer Insights Center Rijksuniversiteit Groningen (The Netherlands)

2. Research

2.1. Publications

2.1.1. Articles in peer reviewed international journals

- **Gijsenberg, Maarten J.,** Tammo H.A. Bijmolt, and Christian F. Hirche (2025), "Promoting Product Returns? The Impact of At-purchase and Post-purchase Discounts on Customers' Return Behavior", *Journal of Retailing*.
  https://doi.org/10.1016/j.jretai.2025.05.003
- Vomberg, Arnd, Nico Schauerte, Sebastian Krakowski, Claire Ingram-Bogusz, **Maarten J. Gijsenberg**, and Alexander Bleier (2023), "The Cold-Start Problem in Nascent AI: Kickstarting Data Network Effects", *Journal of Business Research*, Vol 168, 114236.
  https://doi.org/10.1016/j.jbusres.2023.114236
- Becker, Maren, and **Maarten J. Gijsenberg** (2023), "Consistency and Commonality in Advertising Content: Helping or Hurting?", *International Journal of Research in Marketing,* Vol 40 (1), 128-45.
  https://doi.org/10.1016/j.ijresmar.2022.05.004
- Hirche, Christian F., Tammo H.A. Bijmolt, and **Maarten J. Gijsenberg** (2022), "When Offline Stores Reduce Online Returns," *Sustainability*, Vol 14 (13), 7829.
  https://doi.org/10.3390/su14137829
- Broekhuizen, Thijs L.J., Manda Broekhuis, **Maarten J. Gijsenberg**, and Jaap E. Wieringa (2021), "Introduction to the Special Issue – Digital Business Models: A Multidisciplinary and Multistakeholder Perspective," *Journal of Business Research,* Vol 122, 847-52.
  https://doi.org/10.1016/j.jbusres.2020.04.014
- Broekhuizen, Thijs L.J., Oliver Emrich, **Maarten J. Gijsenberg**, Manda Broekhuis, Bas Donkers, and Laurens M. Sloot (2021), "Digital Platform Openness: Drivers, Dimensions and Outcomes," *Journal of Business Research,* Vol 122, 902-14.
  https://doi.org/10.1016/j.jbusres.2019.07.001
- Verbeke, Willem J.M.I, **Maarten J. Gijsenberg**, Larissa M.E. Hendriks, Jelle T. Bouma, and Linda H. Teunter (2020), "Highly Recommended? How Relation-Specific Attachment Styles Bias Customers' Willingness to Recommend," *Frontiers in Psychology,* 11:1311.
  https://doi.org/10.3389/fpsyg.2020.01311
- **Gijsenberg, Maarten J.,** and Vincent R. Nijs (2019), "Advertising Spending Patterns and Competitor Impact," *International Journal of Research in Marketing,* Vol 36 (2), 232-50.
  https://doi.org/10.1016/j.ijresmar.2018.11.004
- **Gijsenberg, Maarten J.,** and Peter C. Verhoef (2019), "Moving Forward. The Role of Marketing in Fostering Public Transport Usage," *Journal of Public Policy and Marketing,* Vol 38 (3), 354-71.
  https://doi.org/10.1177/0743915619846869
- **Gijsenberg, Maarten J**. (2017), "Riding the Waves. Revealing the Impact of Intra-Year Category Demand Cycles on Advertising and Pricing Effectiveness," *Journal of Marketing Research,* Vol 54 (2), 171-86.
  http://dx.doi.org/10.1509/jmr.14.0576
  Lead article
- Holtrop, Niels, Jaap E. Wieringa, **Maarten J. Gijsenberg,** and Peter C. Verhoef (2017), "No Future Without the Past? Predicting Customer Churn in the Face of Privacy," *International Journal of Research in Marketing,* Vol 34 (1), 154-72.
  http://doi:10.1016/j.ijresmar.2016.06.001
  Winner of the 2018 EMAC Sheth Doctoral Dissertation Competition

- **Gijsenberg, Maarten J.**, Harald J. van Heerde, and Peter C. Verhoef (2015), "Losses Loom Longer than Gains: Modeling the Impact of Service Crises on Customer Satisfaction over Time," *Journal of Marketing Research,* Vol 52 (5), 642-56.
  http://dx.doi.org/10.1509/jmr.14.0140
  Highly Commended Article – Finalist of the American Marketing Association SERVSIG Best Services Article Award 2015
- **Gijsenberg, Maarten J.** (2014), "Going for Gold. Investigating the (Non)Sense of Increased Advertising around Major Sports Events", *International Journal of Research in Marketing*, Vol 31 (1), 2-15.
  http://doi:10.1016/j.ijresmar.2013.09.004
  Lead article
  Selected by the Marketing Science Institute as one of the "2014 Must-Read Articles for Marketers"
- **Gijsenberg, Maarten J.** (2014), "Comment: Measuring Marketing Effectiveness around Major Sports Events: A Comparison of Two Studies and a Call for Action", *International Journal of Research in Marketing,* Vol 31 (1), 30-32.
  http://doi:10.1016/j.ijresmar.2014.02.001
  Invited comment
- Van Heerde, Harald J., **Maarten J. Gijsenberg**, Marnik G. Dekimpe, and Jan-Benedict E.M. Steenkamp (2013), "Price and Advertising Effectiveness over the Business Cycle," *Journal of Marketing Research,* Vol 50 (2), 177-93.
  http://dx.doi.org/10.1509/jmr.10.0414
  Finalist of the 2013 Paul E. Green Award
  Finalist of the 2018 William O'Dell Award for long-term impact

2.1.2. Book chapters

- **Gijsenberg, Maarten J.** (2016), "Ga Voor Goud! Over de Zin en Onzin van Extra Reclame rond Grote Sportevenementen," in *Ontwikkelingen in het Marktonderzoek 2016 – Jaarboek 2016 MarktOnderzoeksAssociatie*, Haarlem: SpaarEnHout.
  Finalist of the 2016 MOA Science Awards
- **Gijsenberg, Maarten J.** (2015), "Advertising and Sports Events," in *Empirical Generalizations about Marketing Impact 2nd ed.*, Dominique M. Hanssens, ed. Cambridge, MA: Marketing Science Institute.
- Van Heerde, Harald J., **Maarten J. Gijsenberg**, Marnik G. Dekimpe and Jan-Benedict E.M. Steenkamp (2015), "Price and Advertising Effectiveness over the Business Cycle," in *Empirical Generalizations about Marketing Impact 2nd ed.*, Dominique M. Hanssens, ed. Cambridg, MA: Marketing Science Institute.

2.1.3. Research reports

- Hirche, Christian F., **Maarten J. Gijsenberg**, and Tammo H.A. Bijmolt (2021), "Asking Less, Getting More? The Influence of Fixed-Fee and Threshold-Based Free Shipping on Online Orders and Returns," SOM Research Reports Vol. 2021012-MARK, University of Groningen, SOM Research School.
- Hirche, Christian F., **Maarten J. Gijsenberg**, and Tammo H.A. Bijmolt (2021), "Promoting Returns: Effects of Price Reductions on Customer Return Behavior," SOM Research Reports Vol. 2021011-MARK, University of Groningen, SOM Research School.
- Hirche, Christian F., Tammo H.A. Bijmolt, and **Maarten J. Gijsenberg** (2021), "When Offline Stores Reduce Online Returns," SOM Research Reports Vol. 2021010-MARK, University of Groningen, SOM Research School.

- **Gijsenberg, Maarten J.** and Vincent R. Nijs (2018), "Advertising Timing: In-Phase or Out-of-Phase with Competitors?" SOM Research Reports Vol. 2018004-MARK, University of Groningen, SOM Research School.
- **Gijsenberg, Maarten J.** and Peter C. Verhoef (2018), "Moving Forward: The Role of Marketing in Fostering Public Transport Usage," SOM Research Reports Vol. 2018003-MARK, University of Groningen, SOM Research School.
- Bouma, Jelle T., **Maarten J. Gijsenberg** and Linda H. Teunter (2017), "Can't Get No Satisfaction?" RUGCIC Report 201701, RUGCIC Groningen
- Holtrop, Niels, Jaap. E. Wieringa, **Maarten J. Gijsenberg** and Phillip Stern (2016*), "*Competitive Reactions to Personal Selling: The Difference between Strategic and Tactical Actions*,"* SOM Research Reports Vol. 2016004-MARK, University of Groningen, SOM Research School.
- **Gijsenberg, Maarten J.**, Merel Walraven, Tammo H.A. Bijmolt and Ruud H. Koning (2014), "Sport als Marketinginstrument. Oranjekoorts: Goud Waard?" RUGCIC Report 2014-03, RUGCIC, Groningen.
- **Gijsenberg, Maarten J.** (2013), "De Prijs van de Crisis," RUGCIC Report 2013-03, RUGCIC, Groningen.
- **Gijsenberg, Maarten J.**, Harald J. Van Heerde, Marnik G. Dekimpe and Jan-Benedict E.M. Steenkamp (2009), "Advertising and Price Effectiveness over the Business Cycle," FBE Research Report MO_0902, K.U.Leuven – Faculty of Business and Economics, Leuven.
- **Gijsenberg, Maarten J.**, Harald J. Van Heerde, Marnik G. Dekimpe, Jan-Benedict E.M. Steenkamp and Vincent R. Nijs (2009), "Understanding the Timing and Magnitude of Advertising Spending Patterns," FBE Research Report MO_0901, K.U.Leuven – Faculty of Business and Economics, Leuven.

2.1.4. Other publications

- **Gijsenberg, Maarten J.** (2015), "What You Need to Know on the Impact of Service Crises on Customers' Quality Judgements," *Center for Services Leadership blog,* November 2015.
- **Gijsenberg, Maarten J.** (2015), "What You Need to Know on the Impact of Service Crises on Customers' Quality Judgements," *Customer Think blog,* November 2015.
- **Gijsenberg, Maarten J.** (2015), "Service Crises: Verlies Weegt Zwaarder dan Winst," *Tijdschrift voor Marketing*, June 2015.
- **Gijsenberg, Maarten J.** (2015), "Zin en Onzin van Extra Reclame rond Sportevents," *Tijdschrift voor Marketing*, March 2015.
- **Gijsenberg, Maarten J.** (2010), "Timing is Money," *EMAC Chronicle*, Vol 4 (2), 13-14.
- **Gijsenberg, Maarten J.** (2009), "Timing is Money. In Search of the Role of Timing in Marketing Decisions and Effectiveness," *Doctoral Dissertation.*

2.2. Under Review

- Burbulea, V., Tammo H.A. Gijsenberg, and **Maarten J. Gijsenberg**: "Out-of-Home Advertising Effectiveness: Content or Context?" *Under review (1st round).*
- Burbulea, V., **Maarten J. Gijsenberg,** Tammo H.A. Bijmolt, and Christian F. Hirche: "Fillers Keepers! Strategic Purchasing and Product Returns under Threshold-Based Free Shipping", *Revise and Resubmit (1st round).*
- **Gijsenberg, Maarten J.,** Shuba Srinivasan, Julien Schmitt, and Jaap E. Wieringa: "Advertising Sequence Response Dynamics and the Impact of Retail Environments" *Conditional Accept*

2.3. Work in Progress before Review (selected)

- Bijmolt, Tammo H.A., **Maarten J. Gijsenberg,** Ruud H. Koning and Merel Walraven: "Shareholder Value through Sports Sponsorship: A Meta-Analysis"
- Eelen, Jiska, Bart Claus, Michail Kokkoris, **Maarten J. Gijsenberg,** and Luk Warlop: "A Bird in the Hand is Yours: How Psychological Proximity Engenders Psychological Ownership"
- Ballings, Michel, Prasad A. Nail, and **Maarten J. Gijsenberg**: "Optimizing Advertising Spending"
- Smit, Hidde, **Maarten J. Gijsenberg**, and Tammo H.A. Bijmolt: "Integrated Advertising Mix Planning to Grow Mindset Metrics and Sales"

2.4. Awards and Academic Honors

- **2022 Outstanding Editorial Review Board Member,** International Journal of Research in Marketing.
- Finalist of the **2018 William O'Dell Award *for long-term impact***, Journal of Marketing Research.
- **Most Inspiring Paper Award.** Inaugural YES | Marketing conference 2018.
- Highly Commended Article – Finalist of the **American Marketing Association SERVSIG Best Services Article Award 2015.**
- Finalist of the **2016 MOA Science Awards**.
- Selected for the **2014 Must-Read Articles for Marketers** of the Marketing Science Institute.
- Finalist of the **2013 Paul E. Green Award**, Journal of Marketing Research.
- Invited to the **2012 Rector's Dinner for Special Merit**, Rijksuniversiteit Groningen (The Netherlands).
- Winner of the **2012 Newcomer of the Year Award**, Faculty of Economics and Business, Rijksuniversiteit Groningen (The Netherlands).
- Second runner-up of the **2010 EMAC McKinsey Doctoral Dissertation Award**. 39th EMAC Conference, Copenhagen (Denmark). June 1-4, 2010.
- **Doctoral dissertation** defended at the Faculty of Business and Economics, KU Leuven (Belgium). *"Timing is Money. In Search of the Role of Timing in Marketing Decisions and Effectiveness"*. July 6, 2009.

2.5. External funding and research support

2.5.1. External support in terms of grants

- **Amazon Advertising Research Awards 2021** "When, Where, What Amount. How Smarter Decisions on the WWW of Advertising Budget Allocation Grow Consumer Mindset Metrics and Brand Sales", with Tammo H.A. Bijmolt (Rijksuniversiteit Groningen). $85,000 (2021).
- **Chafea/2015/CP/01 tender** of the European Commission Consumers, Health, Agriculture And Food Executive Agency. Consortium Members: Universiteit Utrecht, Rijksuniversiteit Groningen, BI Norwegian Business School.
- **MSI Research Grant Award #4-1823** "Short- and Long-Term Effectiveness of Novelty: Adoption and Usage of a New Mobile App", with Jiska Eelen (VU Free University of Amsterdam) and Peeter W.J. Verlegh (VU Free University of Amsterdam). $12,500 (2013-2014).
- **Marie Curie FP7 Career Integration Grant** "Never Waste a Good Crisis". €100,000 (2012-2015).

2.5.2. External support in kind

- **Wehkamp.nl Research Support** project "Drivers of Product Returns", with Tammo H.A. Bijmolt (Rijksuniversiteit Groningen). In kind: access to data. Estimated commercial value: €2.5mio (2019).
- **AiMark Research Support** project "A New Heuristic for Advertising Pulsing", with Prasad A Naik (UC Davis). In kind: access to data. Estimated commercial value: €25,000 (2019).
- **AiMark Research Support** project "Asymmetric Advertising Response", with Julien Schmitt (ESCP Europe) and Jaap E. Wieringa (Rijksuniversiteit Groningen). In kind: access to data. Estimated commercial value: €17,500 (2016).
- **AiMark Research Support** project "Seasons Come, Seasons Go". In kind: access to data. Estimated commercial value: €17,500 (2014).
- **AiMark Research Support** project "Going for Gold. Investigating the (non)sense of Increased Advertising around Major Sports Events". In kind: access to data. Estimated commercial value: €17,500 (2012).

2.5.3. Contract Research

- *KPN*. Project "Building a Customer Centricity Framework". Project initiated under the RUG Customer Insights Center. (2021).
  Phase 1: €13,100
- *KLM*. Project "Customer Satisfaction Formation in Multi-Stage Service Encounters". Project initiated under the RUG Customer Insights Center. (2019-2020).
  €12,600

2.6. Doctoral committees

2.6.1. Advisor

- Beatrice Gänzler, Rijksuniversiteit Groningen (The Netherlands). Ongoing.
- Stephanie Vigier-Zouhar, Rijksuniversiteit Groningen (The Netherlands). Ongoing.
- Veronica Burbulea, Rijksuniversiteit Groningen (The Netherlands). Ongoing.
- Minxiong Huang, Rijksuniversiteit Groningen (The Netherlands). Ongoing.
- Janneke Koster, Rijksuniversiteit Groningen (The Netherlands). Ongoing.
- Hidde Smit, Rijksuniversiteit Groningen (The Netherlands). Ongoing.
- Christian Hirche, Rijksuniversiteit Groningen (The Netherlands). 2022. *Co-advisor*.
- Niels Holtrop, Rijksuniversiteit Groningen (The Netherlands). 2017. *Co-advisor*.
  Finalist of the 2018 EMAC / Sheth Foundation Doctoral Dissertation Competition

2.6.2. Jury member

- Žan Mlakar, Rijksuniversiteit Groningen (The Netherlands). 2024.
- Anastasia Dikareva-Brugman, University of Amsterdam (The Netherlands). 2024.
- Gilian Ponte, Rijksuniversiteit Groningen (The Netherlands). 2024.
- Dovilè Barauskaitè, Rijksuniversiteit Groningen (The Netherlands) & ISM University of Management and Economics (Lithuania). 2023.
- Julia Storch, Rijksuniversiteit Groningen (The Netherlands). 2022.
- Khoi Nguyen, Rijksuniversiteit Groningen (The Netherlands). 2022.
- Chenming Pen, Rijkuniversiteit Groningen (The Netherlands). 2022.

- Lisan Lesscher, Rijksuniversiteit Groningen (The Netherlands). 2021.
- Penelope Schoutteet, Vrije Universiteit Brussel (Belgium). 2019.
- Huan Liu, Rijksuniversiteit Groningen (The Netherlands). 2019.
- Merel Walraven, Rijksuniversiteit Groningen & Fontys Hogeschool Tilburg (The Netherlands). 2013.

2.6.3. Reading committee member

- Alec Minnema, Rijksuniversiteit Groningen (The Netherlands). 2017.
- Titah Yudhistira, Rijksuniversiteit Groningen (The Netherlands). 2016.
- Evert de Haan, Rijksuniversiteit Groningen (The Netherlands). 2016.

2.7. Reviewed conference presentations (limited to self-presented)

- 54th EMAC Conference, Madrid (Spain). May 27-30, 2025.
  Presentation: "Promoting Product Returns? The Impact of At-purchase and Post-purchase Discounts on Customers' Return Behavior"
- 21st Marketing Dynamics Conference, Santorini (Greece). June 1-3, 2024.
  Presentation: "Diversify or Focus? When and Where to Schedule TV Advertisements for Success"
- 53rd EMAC Conference, Bucharest (Romania). May 28-31, 2024.
  Presentation: "Integrated Advertising Mix Planning to Grow Mindset Metrics and Sales"
- 50th EMAC Conference, Madrid (Spain). May 26-28, 2021.
  Presentation: "Asking Less, Getting More? The Influence of Fixed-Fee and Threshold-Based Free Shipping
  on Online Orders and Returns"
- 48th EMAC Conference, Hamburg (Germany). May 28-May 30, 2019.
  Presentation: "(In)consistently Creative – The Effect of Consistency and Overlap in Advertising Execution"
- 47th EMAC Conference, Glasgow (United Kingdom). May 29-June 1, 2018.
  Presentation: "Asymmetric Advertising Response"
- 39th INFORMS Marketing Science Conference, Los Angeles (USA). June 7-10, 2017.
  Presentation: "Asymmetric Advertising Response"
- 45th EMAC Conference, Oslo (Norway). May 24-27, 2016.
  Presentation: "Moving Forward. The Role of Marketing in Fostering Public Transport Usage".
- 12th Marketing Dynamics Conference, Beijing (China). June 11-13, 2015.
  Presentation: "Riding or Braking the Waves? Long-Term Consequences of Seasonal Volatility in Advertising and Pricing Decisions".
- 44th EMAC Conference, Leuven (Belgium). May 26-29, 2015.
  Presentation: "Riding or Braking the Waves? Long-Term Consequences of Seasonal Volatility in Advertising and Pricing Decisions".
- 36th INFORMS Marketing Science Conference, Atlanta (USA). June 11-14, 2014.
  Presentation: "Losses Loom Longer than Gains: Modeling the Impact of Service Crises on Customer Satisfaction over Time"
- 2014 AMA – ECMI – EMAC Marketing & Innovation Symposium, Rotterdam (The Netherlands). May 27-28, 2014.
  Presentation: "Going for Gold. Investigating the (Non)Sense of Increased Advertising around Major Sports Events"
- 2013 ANZMAC Conference, Auckland (New Zealand). December 1-4, 2013.
  Presentation: "Timing of Advertising Pulses"

- 35th INFORMS Marketing Science Conference, Istanbul (Turkey). July 11-13, 2013.
  Presentation: "Timing of Advertising Pulses"
- 34th INFORMS Marketing Science Conference, Boston (USA). June 7-9, 2012.
  Presentation: "Going for Gold. Investigating the (Non)Sense of Increased Advertising around Major Sports Events"
- 32nd INFORMS Marketing Science Conference, Köln (Germany). June 17-19, 2010.
  Presentation: "Price and Advertising Effectiveness over the Business Cycle"
- 39th EMAC Conference, Copenhagen (Denmark). June 1-4, 2010.
  Presentation: "Timing is Money. In Search of the Role of Timing in Marketing Decisions and Effectiveness"
- 6th Marketing Dynamics Conference, New York (USA). August 27-29, 2009.
  Presentation: "Price and Advertising Effectiveness over the Business Cycle"
- 5th Marketing Dynamics Conference, Hamilton (New Zealand). January 4-6, 2009.
  Presentation: "Understanding the Timing and Magnitude of Advertising Spending Patterns"
- 37th EMAC Conference, Brighton (United Kingdom). May 27-29, 2008.
  Presentation: "Understanding the Timing and Magnitude of Advertising Spending Patterns"

2.8. Other presentations

- FIAR Kennissessie, Den Haag (The Netherlands). January 30, 2024.
  "Ga voor Goud! Hoe te Winnen bij het Sportjaar 2024"
- RUG Customer Insights Center seminar, Groningen (The Netherlands). July 6, 2021.
  "*The Calm after the Storm? Hoe Verder na Covid-19?"*
- MARUG Conference 2021, Groningen (The Netherlands). March 9, 2021.
  "Feeding the Phoenix. Marketing Strategies to Survive an Economic Crisis"
- ASE International Week 2020, Bucharest (Romania). May 27, 2020. *Online*.
  "Feeding the Phoenix. Marketing Strategies to Survive an Economic Crisis"
- BrandWeek Istanbul 2018, Istanbul (Turkey). November 7-9, 2018.
  "Feeding the Phoenix. Marketing Strategies to Survive an Economic Crisis"
- Inaugural YES | Marketing meeting, Frankfurt School of Finance & Management, Frankfurt am Main (Germany). August 20-21, 2018.
  "Knowing You, Knowing Me? Advertising Spending Patterns and Competitor Impact"
- 7th Aston Marketing Research Camp, Aston Business School, Birmingham (United Kingdom). June 25-26, 2018.
  "Reactions to Competitor Attacks across Firm Levels"
- 7th Aston Marketing Research Camp, Aston Business School, Birmingham (United Kingdom). June 25-26, 2018.
  "Feeding the Phoenix. The Role of Marketing in Dealing with Crises"
- Amsterdam Business School, University of Amsterdam (The Netherlands). April 10, 2018.
  "Asymmetric Advertising Response"
- Goethe University, Frankfurt am Main (Germany). November 14, 2017.
  "Asymmetric Advertising Response"
- Erasmus School of Economics, Rotterdam (The Netherlands). November 7, 2016.
  "Riding the Waves. Revealing the Impact of Intra-Year Category Demand Cycles on Advertising and Pricing Effectiveness"
- VU Free University Amsterdam (The Netherlands). May 4, 2016.
  "Riding the Waves. Revealing the Impact of Intra-Year Category Demand Cycles on Advertising and Pricing Effectiveness"
- Marketing in Israel Conference, Jeruzalem-Herzliya-Tel Aviv (Israel). Dec 28-30, 2015.
  "Riding the Waves. Revealing the Impact of Intra-Year Category Demand Cycles on Advertising and Pricing Effectiveness"

- KUMPEM Retail Forum Conference at Koc University, Istanbul (Turkey). May 24-15, 2015.
  "What You Do and How You Tell It: It Matters!"
- 2nd Cologne Symposium on Value Creation in a Changing Customer and Media Environment, Köln (Germany). January 23, 2015.
  "The Impact of Consistency and Overlap in Advertising Content on Brands' Market Share"
- SWOCC Symposium 2014, Amsterdam (The Netherlands). September 9, 2014.
  "Going for Gold. Investigating the (Non)Sense of Increased Advertising around Major Sports Events"
- Leiden University, Leiden (The Netherlands). March 18, 2014.
  "Going for Gold. Investigating the (Non)Sense of Increased Advertising around Major Sports Events"
- The University of Adelaide Business School, Adelaide (Australia). December 19, 2013.
  "Going for Gold. Investigating the (Non)Sense of Increased Advertising around Major Sports Events"
- Australian School of Business, University of New South Wales, Sydney (Australia). December 11, 2013.
  "Going for Gold. Investigating the (Non)Sense of Increased Advertising around Major Sports Events"
- Monash University, Melbourne (Australia). November 25, 2013.
  "Going for Gold. Investigating the (Non)Sense of Increased Advertising around Major Sports Events"
- RUGCIC Seminar, Putten (The Netherlands). March 20, 2014.
  "De Prijs van de Crisis"
- Rijksuniversiteit Groningen, Groningen (The Netherlands). November 25, 2010.
  "Price and Advertising Effectiveness over the Business Cycle"
- Rotterdam School of Management, Rotterdam (The Netherlands). October 4, 2010.
  "Price and Advertising Effectiveness over the Business Cycle"
- Louvain School of Management, Mons Campus (Belgium). March 26, 2010.
  "Price and Advertising Effectiveness over the Business Cycle"
- IESEG School of Management, Lille (France). November 13, 2009.
  "Price and Advertising Effectiveness over the Business Cycle"
- K.U.Leuven, Leuven (Belgium). July 6, 2009.
  "Timing is Money. In Search of the Role of Timing in Marketing Decisions and Effectiveness", Doctoral Defense
- Rijksuniversiteit Groningen, Groningen (The Netherlands). March 25, 2008.
  "Understanding the Timing and Magnitude of Advertising Spending Patterns"
- FUCaM Mons (Belgium). March 3, 2008.
  "Understanding the Timing and Magnitude of Advertising Spending Patterns"
- VU Free University Amsterdam (The Netherlands). February 13, 2008.
  "Understanding the Timing and Magnitude of Advertising Spending Patterns"
- K.U.Leuven (Belgium). December 6, 2007.
  "Understanding the Timing and Magnitude of Advertising Spending Patterns"
- Waikato Management School, Hamilton (New-Zealand). November 29, 2007.
  "Understanding the Timing and Magnitude of Advertising Spending Patterns"

2.9. Media

My work and insights were covered by *Radio 538* (largest Dutch radio station), *Radio 1* and *Radio 5*; *De Telegraaf* (largest Dutch newspaper), *Het Algemeen Dagblad* (second largest Dutch newspaper), *De Volkskrant*, *Trouw*, and *Het Parool*; *Nu.nl* (most important Dutch news website), *RTL Z* (Dutch business news station), and *WNL.nl,* as well as by specialized media and blogs like *Tijdschrift voor Marketing* and *Adformatie,* among others.

3. Teaching

3.1. General

- Member of the *Curriculum Working Group* of the MSc Marketing (2021-2023).
- Program coordinator of the *Marketing Analytics and Data Science program* of the MSc Marketing (2020-2022).
- Chairman of the *Program Committee of the MSc Marketing* (2012-2018).
- Holder of the Dutch *University Teaching Qualification* (UTQ/BKO) since 2014.

3.2. Overview of Teaching

3.2.1. Courses created and taught at the University of Groningen

- Marketing Bedrijfskunde ("Marketing 101") (BSc – *partim, ongoing*)
- Specialization Course Marketing: Marketing Research (BSc – *partim, finished*)
- Companies, Brands, and Consumers (MSc – *partim, finished*)
- Marketing Research Methods (MSc – *partim, ongoing*)
- Statistical Learning in Marketing (MSc – *full, ongoing*)
- Strategic Marketing (MSc – *finished*)
- Modelling Market Dynamics (ReMa – *finished*)

3.2.2. Other courses taught at the University of Groningen

- Bachelor Thesis in Marketing (BSc – *partim, finished*)
- Bachelor Thesis EOR (BSc – *partim, finished*)
- Entrepreneurial Marketing (BSc – *partim, finished*)
- Introduction to Data (BSc – *partim, finished*)
- Qualitative Research Methods (BSc – *partim, finished*)
- Research Methodology (BSc – *partim, finished*)
- Advanced Market Research (MSc – *partim, finished*)
- Marketing Research Practice (MSc – *partim, finished*)
- Master Thesis in Marketing (MSc – *partim, ongoing*)
- Marketing Theory (ReMa – *partim, ongoing*)

3.2.3. Other courses taught in the past at UCLouvain – Mons – FUCaM (Belgium)

- Introduction to Econometrics (BSc – *finished*)
- Marketing (Introduction to) (BSc – *finished*)
- Research Methodology (BSc – *finished*)
- Strategic Management (BSc – *finished*)
- Marketing Communication (MSc – *finished*)
- Marketing Strategies (MSc – *finished*)
- Strategic Market Management (MSc – *finished*)

4. Service

4.1. Editorial service

- Member of the Editorial Review Board of the *Journal of Marketing* (2025-date).
- Member of the Editorial Review Board of *the EMAC Insights Book Series* (2024-date).
- Associate Editor of the *Journal of Retailing* (2024-date).
- Member of the Editorial Review Board of the *International Journal of Research in Marketing* (2015- date).
- Member of the Editorial Review Board of the *Journal of Retailing* (2022-2024).
- Co-Editor of the Special Issue on Digital Business Models of the *Journal of Business Research* (2018-2019).
- Regular Reviewer for the *Journal of Marketing Research*
- Ad-hoc Reviewer for the *Journal of Business Research*
- Ad-hoc Reviewer for the *Journal of Public Policy & Marketing*
- Ad-hoc Reviewer for the *Journal of Service Research*
- Ad-hoc Reviewer for *Marketing Science*

4.2. Conference chairing and organization

- 5th Customer Journeys in a Digital World Conference, Groningen (The Netherlands). June 25-27, 2025. *Co-organizer.*
- 54th EMAC Conference Doctoral Colloquium, Pozuelo (Spain). May 25-27, 2025. *Chair of the "Marketing Models – Beginners" track.*
- 53rd EMAC Conference Doctoral Colloquium, Bucharest (Romania). May 26-28, 2024. *Chair of the "Marketing Models – Intermediate/Advanced" track.*
- 52nd EMAC Conference Doctoral Colloquium, Odense (Denmark). May 21-23, 2023. *Chair of the "Marketing Models – Intermediate/Advanced" track.*
- 5th YES Marketing Conference, Groningen (The Netherlands). August 29-30, 2022. *Co-organizer.*
- 51st EMAC Conference, Budapest (Hungary). May 24-27, 2022. *Chair of the "Methods, Modelling and Marketing Analytics" track.*
- 4th YES Marketing Conference, Groningen (The Netherlands). August 16, 2021. *Co-organizer. Online.*
- 50th EMAC Conference, Madrid (Spain). May 26-28, 2021. *Chair of the "Methods, Modelling and Marketing Analytics" track. Online.*
- 3th YES Marketing Conference, Groningen (The Netherlands). August 17-18, 2020. *Co-organizer. Cancelled: Covid-19.*
- 49th EMAC Conference, Budapest (Hungary). May 27-29, 2020. *Chair of the "Methods, Modelling and Marketing Analytics" track. Cancelled: Covid-19.*
- 49th EMAC Conference, Budapest (Hungary). May 27-29, 2020. *Organizer and Chair of the "Challenges in Omnichannel Business" special session. Cancelled: Covid-19. Replaced by an online symposium May 27, 2020.*
- 48th EMAC Conference, Hamburg (Germany). May 28-31, 2019. *Chair of the "Methods, Modelling and Marketing Analytics" track.*
- 11th European ACR Conference, Ghent (Belgium). June 21-23, 2018. *Member of the Program Committee.*

- 47th EMAC Conference, Glasgow (United Kingdom). May 29-June 1, 2018. *Chair of the "Methods, Modelling and Marketing Analytics" track.*
- 47th EMAC Conference, Glasgow (United Kingdom). May 29-June 1, 2018. *Organizer and Co-chair of the "Tell Me What. Tell Me When. Tell Me Again? Leveraging Insights on Drivers of Advertising Effectiveness" special session.*
- 1st Thought Leadership Conference on Digital Business Models, Groningen (The Netherlands). April 4-6, 2018. *Co-organizer.*
- 46th EMAC Conference, Groningen (The Netherlands). May 23-26, 2017. *Chair of the "Marketing Analytics" track.*
- 46th EMAC Conference, Groningen (The Netherlands). May 23-26, 2017. *Chair of the "Meet the Editors – General Journals" session.*
- 45th EMAC Conference, Oslo (Norway). May 24-27, 2016. *Chair of the "Advertising, Promotion and Marketing Communication" track.*
- 44th EMAC Conference, Leuven (Belgium). May 26-29, 2015. *Chair of the "Advertising, Promotion and Marketing Communication" track.*
- 2011 Congrès Annuel de l'Association Française du Marketing. Louvain School of Management (Belgium). May 19-20, 2011. *Member of the Scientific Steering Committee.*
- 2007 Leuven Marketing Winter Camp. K.U.Leuven (Belgium). December 6-7, 2007. *Day organizer.*
- 2006 Leuven Marketing Winter Camp. K.U.Leuven (Belgium). December 7-8, 2006. *Day organizer.*

4.3. Other service

4.3.1. Service to the faculty

- Organizer of the *RUG Marketing Seminar Series* (2016-2022).
- Program coordinator of the *Marketing Analytics and Data Science program* of the MSc Marketing (2020-2022).
- Chairman of the Jury of the *Peter S.H. Leeflang Master Thesis Award* (2018-2022).
- Member of the Board of the *Stichting Marketing Support* (2011-2021).
- Chairman of the *Program Committee of the MSc Marketing* (2012-2018).

4.3.2. Service to the wider academic community

- *National Representative NL* at the European Marketing Academy EMAC (2023-date).
- Expert Reviewer for the *Research Foundation – Flanders (FWO)* (Flemish Community, Belgium)
- Reviewer for the annual *EMAC European Marketing Academy Conference* (other than the chairing mentioned above).
- *Mentoring of junior researchers*, both within and outside our organization.

4.3.3. Service to the society

- Research Director of the RUGCIC Customer Insights Center (2023-2024).
- Cooperation with NS (Dutch Railways) (2011-2015) and OV Groningen-Drenthe (2019-2020) to *attract citizens to public transport*.
- *Applied research with firms*, including NS, Wehkamp, KLM, and KPN.
- Cooperation with organizations like AiMark and the RUG Customer Insights Center that *build bridges between academia and practice*, to source research needs from practitioners and to communicate relevant research findings to practitioners.

- *In-house teaching and workshops at companies* like NS, Shell, Wasco, and MICompany (with employees from KPN, ABN Amro, Bol.Com, Aegon, among others).
- *Publications in practitioner-oriented publications* like the Tijdschrift voor Marketing and blogs like The Center for Services Leadership blog.
- Sharing of insights on topics related to core research topics to the *general public* by appearance in general media like Radio 1 and Radio 5; De Volkskrant, Trouw, and Het Parool; Nu.nl; and RTL Z, among others.