



VITA: Maarten J. Gijsenberg

Contacts

Address	Rijksuniversiteit Groningen Faculty of Economics and Business Department of Marketing Nettelbosje 2 9747 AE Groningen The Netherlands
Telephone	+31 50 363 8249
E-Mail	M.J.Gijsenberg@rug.nl

Academic Degrees

2009	PhD in Applied Economic Sciences (Marketing) Faculty of Business and Economics, K.U.Leuven (Belgium) <i>Advisors:</i> Marnik G. Dekimpe (Tilburg University and K.U.Leuven) Jan-Benedict E.M. Steenkamp (University of North Carolina at Chapel Hill) <i>Other committee members:</i> 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)

Academic Positions

2015-date	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

Research Interests

Econometric marketing modeling: marketing dynamics, advertising scheduling, advertising effectiveness, competition, business cycles, time series analysis, Bayesian estimation techniques, crisis situations and marketing, resilience and marketing

Publications

Articles in Peer Reviewed International Journals

- 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>

- Broekhuizen, Thijs L.J., Manda Broekhuis, **Maarten J. Gijsenberg**, and Jaap E. Wieringa (2020), "Introduction to the Special Issue - Digital Business Models: A Multidisciplinary and Multistakeholder Perspective," *Journal of Business Research*, forthcoming.
<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 (2019), "Digital Platform Openness: Drivers, Dimensions and Outcomes," *Journal of Business Research*, forthcoming.
<https://doi.org/10.1016/j.jbusres.2019.07.001>
- **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 SERVSI 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

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. Cambridge, MA: Marketing Science Institute.

Research Reports

- **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.

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*.

Under Review

- Hirche, Christian F., Tammo H.A. Bijmolt and **Maarten J. Gijsenberg**: "Online Shopping: Do Offline Stores Still Matter?" *Revise and Resubmit (1st round) at the Journal of Retailing*.
-

Work in Progress (selected)

- Becker, Maren and **Maarten J. Gijsenberg**: “(In)consistently Creative – The Effect of Consistency and Overlap in Advertising Execution”
- Bijmolt, Tammo H.A., **Maarten J. Gijsenberg**, Ruud H. Koning and Merel Walraven: “Shareholder Value through Sports Sponsorship: A Meta-Analysis”
- **Gijsenberg, Maarten J.**, Shuba Srinivasan, Julien Schmitt, and Jaap E. Wieringa: “Asymmetric Advertising Response”, *Reject (1st round) at the Journal of Marketing*.
- Hirche, Christian F., Tammo H.A. Bijmolt and **Maarten J. Gijsenberg**: “Promoting Returns? Side-Effects of Price Discounts on Customer Purchase and Return Behavior.”
- Holtrop, Niels, Jaap E. Wieringa, **Maarten J. Gijsenberg** and Philip Stern: “Reactions to Competitive Attacks: An Empirical Investigation of Responses to Strategic, Sub-Strategic and Tactical Decisions.” *Reject (1st round) at the Journal of Marketing*.
- Naik, Prasad A., **Maarten J. Gijsenberg** and Vincent R. Nijs: “A New Heuristic for Advertising Pulsing”
- Vogel, Julia, Michael Paul, Peter C. Verhoef, and **Maarten J. Gijsenberg**: “Did Internet Kill the Physical Store? A Contingency Framework of the Financial Performance of Multichannel versus Pure-Play Strategies.”

Academic Honors

Research Grants/Support

- **AiMark Research Support** project “A New Heuristic for Advertising Pulsing”, with Prasad A Naik (UC Davis) and Vincent R. Nijs (Rady School of Management – UC San Diego). 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).
- **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.
- **AiMark Research Support** project “Seasons Come, Seasons Go”. In kind: access to data. Estimated commercial value: €17,500 (2014).
- **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).
- **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).
- **Marie Curie FP7 Career Integration Grant** “Never Waste a Good Crisis”. €100,000 (2012-2015).

Awards and Other Honors

- Finalist of the **2018 William O’Dell Award for long-term impact**, Journal of Marketing Research.
- Highly Commended Article – Finalist of the **American Marketing Association SERVSIG Best Services Article Award 2015**.
- Finalist of the **2016 MOA Science Awards**.
- **2014-2015 Top-3 Teacher** of the Faculty of Economics and Business, Rijksuniversiteit Groningen (The Netherlands).
- 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.

Reviewed Conference Presentations

- 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"
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Other Presentations

- *"Feeding the Phoenix. Marketing Strategies to Survive an Economic Crisis"*
BrandWeek Istanbul 2018, Istanbul (Turkey). November 7-9, 2018.
- *"Knowing You, Knowing Me? Advertising Spending Patterns and Competitor Impact"*
Inaugural YES | Marketing meeting, Frankfurt School of Finance & Management, Frankfurt am Main (Germany). August 20-21, 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"*
7th Aston Marketing Research Camp, Aston Business School, Birmingham (United Kingdom). June 25-26, 2018.
- *"Asymmetric Advertising Response"*
Amsterdam Business School, University of Amsterdam (The Netherlands). April 10, 2018.
Goethe University, Frankfurt am Main (Germany). November 14, 2017.
- *"Riding the Waves. Revealing the Impact of Intra-Year Category Demand Cycles on Advertising and Pricing Effectiveness"*
Erasmus School of Economics, Rotterdam (The Netherlands). November 7, 2016.
VU Free University Amsterdam (The Netherlands). May 4, 2016.
Marketing in Israel Conference, Jeruzalem-Herzliya-Tel Aviv (Israel). Dec 28-30, 2015.
- *"What You Do and How You Tell It: It Matters!"*
KUMPEM Retail Forum Conference at Koc University, Istanbul (Turkey). May 24-15, 2015.
- *"The Impact of Consistency and Overlap in Advertising Content on Brands' Market Share"*
2nd Cologne Symposium on Value Creation in a Changing Customer and Media Environment, Köln (Germany). January 23, 2015.
- *"Going for Gold. Investigating the (Non)Sense of Increased Advertising around Major Sports Events"*
SWOCC Symposium 2014, Amsterdam (The Netherlands). September 9, 2014.
Leiden University, Leiden (The Netherlands). March 18, 2014.
The University of Adelaide Business School, Adelaide (Australia). December 19, 2013.
Australian School of Business, University of New South Wales, Sydney (Australia). December 11, 2013.
Monash University, Melbourne (Australia). November 25, 2013.
- *"De Prijs van de Crisis"*
RUGCIC Seminar, Putten (The Netherlands). March 20, 2014.
- *"Price and Advertising Effectiveness over the Business Cycle"*
Rijksuniversiteit Groningen, Groningen (The Netherlands). November 25, 2010.
Rotterdam School of Management, Rotterdam (The Netherlands). October 4, 2010.
Louvain School of Management, Mons Campus (Belgium). March 26, 2010.
IESEG School of Management, Lille (France). November 13, 2009.
- *"Timing is Money. In Search of the Role of Timing in Marketing Decisions and Effectiveness", Doctoral Defense*
K.U.Leuven, Leuven (Belgium). July 6, 2009.
- *"Understanding the Timing and Magnitude of Advertising Spending Patterns"*
Rijksuniversiteit Groningen, Groningen (The Netherlands). March 25, 2008.
FUCaM Mons (Belgium). March 3, 2008.

VU Free University Amsterdam (The Netherlands). February 13, 2008.
K.U.Leuven (Belgium). December 6, 2007.
Waikato Management School, Hamilton (New-Zealand). November 29, 2007.

Teaching

*Holder of the Dutch University Teaching Qualification (UTQ/BKO) since 2014.
Top-5 Teacher and/or Course of the Faculty of Economics and Business, Rijksuniversiteit Groningen 2013-date.*

Current Teaching (Student evaluations of teacher, if available)

- | | | |
|---|-------------|------------------------------|
| • Entrepreneurial Marketing (<i>partim</i>) | | <i>Bachelor Level</i> |
| • Marketing Research Methods | (4.9/5; A+) | <i>Master Level</i> |
| • Master Thesis in Marketing | (5.0/5; A+) | <i>Master Level</i> |
| • Marketing Theory (<i>partim</i>) | (4.8/5; A+) | <i>Research Master Level</i> |
| • Modeling Market Dynamics (<i>partim</i>) | (4.7/5; A+) | <i>Research Master Level</i> |
| • Regression Modeling | | <i>Corporate Teaching</i> |

Previous Teaching (Last student evaluations of teacher, if available)

- | | | |
|---|-------------|------------------------------|
| • Bachelor Thesis in Marketing | (4.8/5; A+) | <i>Bachelor Level</i> |
| • Introduction to Econometrics | | <i>Bachelor level</i> |
| • Marketing (Introduction to) | | <i>Bachelor level</i> |
| • Qualitative Research Methods | (4.4/5; A) | <i>Bachelor Level</i> |
| • Research Methodology | | <i>Bachelor Level</i> |
| • Specialization Course Marketing: Marketing Research | | <i>Bachelor Level</i> |
| • Strategic Management | | <i>Bachelor/Master level</i> |
| • Advanced Market Research | | <i>Master Level</i> |
| • Marketing Communication | | <i>Master level</i> |
| • Marketing Research Practice | | <i>Master Level</i> |
| • Marketing Strategies | | <i>Master level</i> |
| • Strategic Marketing (<i>including Markstrat©</i>) | (4.9/5; A+) | <i>Master level</i> |
| • Strategic Market Management | | <i>Master level</i> |

Doctoral Committees

Co-Advisor

- Hidde Smit, Rijksuniversiteit Groningen (The Netherlands). Ongoing.
- Christian Hirche, Rijksuniversiteit Groningen (The Netherlands). Ongoing.
- Niels Holtrop, Rijksuniversiteit Groningen (The Netherlands). 2017.
Finalist of the 2018 EMAC / Sheth Foundation Doctoral Dissertation Competition

Jury member

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

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.

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.

Conference Organization

2020	3 th YES Marketing Conference, Groningen (The Netherlands). August 17-18, 2020. <i>Co-organizer. Cancelled: Covid-19.</i>
2020	49 th EMAC Conference, Budapest (Hungary). May 27-29, 2020. <i>Chair of the "Methods, Modelling and Marketing Analytics" track. Cancelled: Covid-19.</i>
2020	49 th EMAC Conference, Budapest (Hungary). May 27-29, 2020. <i>Organizer and Chair of the "Challenges in Omnichannel Business" special session. Cancelled: Covid-19. Replaced by an online symposium May 27, 2020.</i>
2019	48 th EMAC Conference, Hamburg (Germany). May 28-31, 2019. <i>Chair of the "Methods, Modelling and Marketing Analytics" track.</i>
2018	11 th European ACR Conference, Ghent (Belgium). June 21-23, 2018. <i>Member of the Program Committee.</i>
2018	47 th EMAC Conference, Glasgow (United Kingdom). May 29-June 1, 2018. <i>Chair of the "Methods, Modelling and Marketing Analytics" track.</i>
2018	47 th EMAC Conference, Glasgow (United Kingdom). May 29-June 1, 2018. <i>Organizer and Co-chair of the "Tell Me What. Tell Me When. Tell Me Again? Leveraging Insights on Drivers of Advertising Effectiveness" special session.</i>
2018	1 st Thought Leadership Conference on Digital Business Models, Groningen (The Netherlands). April 4-6, 2018. <i>Co-organizer.</i>
2017	46 th EMAC Conference, Groningen (The Netherlands). May 23-26, 2017. <i>Chair of the "Marketing Analytics" track.</i>
2017	46 th EMAC Conference, Groningen (The Netherlands). May 23-26, 2017. <i>Chair of the "Meet the Editors – General Journals" session.</i>
2016	45 th EMAC Conference, Oslo (Norway). May 24-27, 2016. <i>Co-chair of the "Advertising, Promotion and Marketing Communication" track.</i>
2015	44 th EMAC Conference, Leuven (Belgium). May 26-29, 2015. <i>Co-chair of the "Advertising, Promotion and Marketing Communication" track.</i>
2011	Congrès Annuel de l'Association Française du Marketing. Louvain School of Management (Belgium). May 19-20, 2011. <i>Member of the Scientific Steering Committee.</i>
2007	Leuven Marketing Winter Camp. K.U.Leuven (Belgium). December 6-7, 2007.
2006	Leuven Marketing Winter Camp. K.U.Leuven (Belgium). December 7-8, 2006.

Other Service

- Member of the Editorial Review Board of the International Journal of Research in Marketing (2015- date)
- 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 Marketing
- Ad-hoc Reviewer for Marketing Science

- Ad-hoc Reviewer for the Journal of Service 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 Retailing
- Ad-hoc Reviewer for the Journal of the Association for Consumer Research
- Expert Reviewer for the Research Foundation – Flanders (FWO) (Flemish Community, Belgium)
- Track Chair and Reviewer for the annual EMAC conference
- Member of EMAC
- Chairman of the Jury of the Peter S.H. Leeflang Master Thesis Award, Rijksuniversiteit Groningen (The Netherlands) (2018-date).
- Chairman of the Program Committee of the MSc Marketing, Rijksuniversiteit Groningen (The Netherlands) (2012-2018).

Personal Details

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

This vita was last updated on June 10, 2020.