

# Curriculum Vitae

## Personalia

Name: Marjolijn Onrust  
Gender: Female  
Date of birth: November 17, 1987  
Nationality: Dutch

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## Research interests

My main research interests are in the areas of cross-cultural management, international marketing and (cross-)cultural social psychology. I have a background in marketing research, specifically in the area of corporate social responsibility and customer loyalty. My current research focuses on cross-cultural analysis, to examine the measurement of cultural differences in international business. During my Ph.D. trajectory, I aim to improve traditional mean-based measures of cultural distance, by incorporating *within*-country cultural variation, in addition to *between*-country cultural variation.

## Education

2009 - 2011      **Research Master in Economics and Business, Marketing profile (cum laude, GPA: 8.6)**  
Faculty of Economics and Business, University of Groningen

Title Master Thesis: An extensive study of interaction effects on the corporate social responsibility-customer loyalty relationship and the mediating effect of customer satisfaction

Supervisors: Prof. dr. Peter C. Verhoef and Dr. Jenny van Doorn  
Grade: 9 (on scale 1 (lowest) to 10 (highest), comparable to A+)

2008              **Semester Study Abroad**  
Faculty of Management, University of Stirling, UK

- 2006 - 2009      **Bachelor International Business and Management  
(Cum laude, GPA: 8.5)**  
Faculty of Economics and Business, University of Groningen
- Title Bachelor Thesis: Internationality-performance relationship for McDonalds  
Supervisor: Dr. Jasper J. Hotho  
Grade: 8 (on scale 1 (lowest) to 10 (highest), comparable to A+)
- 2007 – 2008      **Honours Bachelor Track**  
Faculty of Economics and Business, University of Groningen
- A track for a selective group of students to participate in research and research-related activities, running alongside the regular study program.
- 2006-2007      **Propaedeutic Degree International Business and Management  
(Cum laude, GPA: 8.1)**  
Faculty of Economics and Business, University of Groningen
- 2000 - 2006      **VWO: pre-university education (high school)  
(Cum laude, GPA: 8.3)**  
Comenius College Stadskanaal

## Work experience

- 2011 – Present      **Ph.D. Student in Global Economics and Management**  
Faculty of Economics and Business, University of Groningen
- Research topic: Culture in international business  
Supervisors: Prof. dr. Sjoerd Beugelsdijk, Dr. Robbert K.J. Maseland and Dr. André A.J. van Hoorn
- 2011- Present      **Member of University Committee for Academic Practice (UCW)**  
University of Groningen
- This committee consists of one professor per faculty, two Research Master students and two Ph.D. students. The committee members advise the Board of the University on a wide range of scientific issues, such as: obtaining research grants and (re)accreditation of research schools.

- 2011- Present      **Member of Assessment Committee Research Masters Social Sciences**  
 Royal Netherlands Academy of Arts and Sciences (KNAW), Advisory Board to the Dutch Government
- This committee consists of professors from Dutch universities and one Ph.D. student. The committee members determine whether Research Masters in Social Sciences from Dutch Universities qualify for (re)accreditation by the Dutch Government. The assessment process entails interviews with students, academic staff and management of the Research Masters at the headquarters in The Hague.
- 2011 – Present      **Vice President Ph.D. Committee**  
 Faculty of Economics and Business, University of Groningen
- Representation of Ph.D. students at a faculty research school level; organization of social activities for Ph.D. students.
- 2010 – 2011      **Research assistant of Prof. dr. Peter Verhoef**  
 Department of Marketing, University of Groningen
- Assisting in research of marketing researchers, including supervising experiments, coding of data files and reviewing academic papers.
- 2008 – 2010      **Various teaching jobs**  
 (Please refer to the section “Teaching experience”.)

## **Ph.D.-level courses taken**

### **Marketing Theory**

**(10 ECTS, grade: 9)**

EIASM course, University of Groningen

*Teachers: Prof. dr. P.C. Verhoef, University of Groningen; Prof dr. P.S.H. Leeftang; Dr. J. van Doorn, University of Groningen; Dr. T. Wiesel, University of Groningen; Dr. S.H.K. Wuyts, Tilburg University*

### **Multivariate Data Analysis**

**(10 ECTS, grade: 8)**

NAKE course, University of Utrecht/University of Groningen

*Teacher: Prof. dr. T.H.A. Bijmolt*

### **Advanced Marketing Models**

**(10 ECTS, grade: 8)**

SOM course, University of Groningen

*Teachers: Prof. dr. P.S.H. Leeftang, University of Groningen; Prof. dr. Koen Pauwels, Tuck School of Business at Dartmouth/Ozyegin University/University of Groningen; Prof. dr. Thomas Otter, Goethe University Frankfurt; Dr. Wander Jager, University of Groningen; Dr. Jaap Wieringa, University of Groningen*

## **Topics in Consumer Behaviour (5 ECTS, grade: 9)**

ERIM course, Erasmus University Rotterdam

*Teacher: Dr. S. Puntoni*

## **Teaching experience**

- 2012 - Present      **Master Thesis supervisor**  
MSc International Business and Management, University of Groningen
- 2011 – 2012      **Teacher “Introduction to International Business”**  
BSc International Business and Management, University of Groningen
- 2008-2010      **Teaching assistant “Research Methods 2”, “Business Research Methods”, “Statistical Skills 1”, “Empirical Research Skills”**  
BSc Business Studies, University of Groningen, University of Groningen
- Revision of teaching manual “Statistics 1”**  
BSc Business Studies, Capita Selecta Groningen
- 2007              **Tutor “Economics 1” and “History 1”**  
Senior year high school level HAVO, tutoring a pupil with psychological disorder PDD-NOS

## **Extracurricular activities**

- 2009 – 2011      **Member Educational Committee Research Master in Economics and Business**  
Faculty of Economics and Business, University of Groningen
- Discussing study-related matters, providing advice on education and exam regulations (OER), advising the Faculty Board.
- 2008 - 2009      **Student Ambassador, International Faculty Association**  
Faculty of Economics and Business, University of Groningen
- Activities as a member of the international student faculty association:
1. Coordinator of the Feedback Committee: organisation of meetings with faculty staff members and members of other organisations;
  2. Events Committee member: organisation of social events.
  3. Writing articles for the website [www.febsa.nl](http://www.febsa.nl).

- 2007-2008                    **Assistant at introduction events**  
Faculty of Economics and Business, University of Groningen
- Welcoming first-year students of English-taught study programs and new Master- and Pre-Master students at the faculty and assisting in coordinating the introduction events.
- 2006 – 2007                    **Member Year Representative Board**  
BSc International Business and Management year 1, University of Groningen
- Discussing study-related matters with the coordinator and staff members of the study programme.

### **Working papers**

- Onrust, M., P.C. Verhoef, J. van Doorn and M.S. Bügel, “When doing good leads to increased customer loyalty: Why weak firms can benefit from CSR”, Currently under review at Management Science.
- Beugelsdijk, S., A.A.J. van Hoorn, R.K.J. Maseland, M. Onrust and A. Slangen, “Cultural distance in international management: From mean-based to variance-based measures”, Working paper.

### **Award nominations**

- 2012                                **Nomination for SOM Award “Best Research Master student”**  
Faculty of Economics and Business, University of Groningen
- Nominated as one of three best Research Master students in Economics and Business, based on performance indicated by GPA, thesis grade and extracurricular activities.
- 2009                                **Nomination for GUF Award “Best student of the Faculty”**  
Faculty of Economics and Business, University of Groningen
- Nominated as one of three best students of the Faculty of Economics and Business, based on ‘criteria of academic excellence’; measured by means of grades obtained during the BSc.

## Computer skills

Microsoft Office	Good
SPSS	Very Good
MLWin	Good
Eviews	Good
R	Moderate/Good
Stata	Moderate

## References

### **Prof. dr. Sjoerd Beugelsdijk**

Department of Global Economics and Management  
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### **Prof. dr. Peter C. Verhoef**

Department of Marketing  
Faculty of Economics and Business  
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### **Dr. Robbert K.J. Maseland**

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### **Dr. André A.J. van Hoorn**

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