

CURRICULUM VITAE PETER C. VERHOEF

PERSONAL INFORMATION

Name: Verhoef, Pieter Cornelis
Date of Birth: September 27, 1972
Gender: Male
Citizenship: Dutch
Married to: Petra Verhoef-Wentzel

Work address: Department of Marketing
University of Groningen
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Googleprofile: <https://scholar.google.nl/citations?user=OBRsqssAAAAJ&hl=en>



EDUCATIONAL BACKGROUND

VWO, Christelijk Lyceum, Dordrecht, 1990

HTS, Economische Bedrijfstechniek, propedeuse, 1990-1991

M.Sc. (Business Economics), Erasmus University Rotterdam, The Netherlands, 1996

Doctoral Course on Marketing, Dutch Network of Business Economic Studies, (lecturers amongst others: Peter S.H. Leeftang, Rik Pieters, J.B.E.M. Steenkamp), 1998

Doctoral Course on Research Methodology, Dutch Network of Business Economic Studies (lecturers amongst others: Joshua Eliashberg, Peter Leeftang, Michel Wedel, Berend Wierenga), 1999

Doctoral Course on Econometrics, Tinbergen Institute, 1999

PH.D. THESIS

Title: Analyzing Customer Relationships: Linking Relational Constructs and Marketing Instruments to Customer Behavior, Tinbergen Institute Research Series 255

Defense: September 20, 2001

Supervisors: Prof.dr. P.H.B.F. Franses
Prof.dr. J.C. Hoekstra

Committee: Prof.dr. R.N. Bolton
Prof.dr.ir. G. van Bruggen
Prof.dr. H.R. Commandeur

EMPLOYMENT BACKGROUND

Assistant Professor of Marketing and Marketing Research, Erasmus University Rotterdam, Faculty of Economics, (August 1996 – December 1997)

Doctoral Student Marketing, Erasmus University Rotterdam, Faculty of Economics, Tinbergen Institute, (January 1998 – August 2001)

Post Doctoral Researcher Marketing, Erasmus University Rotterdam, Faculty of Economics, (2001 – 2005)

Member Erasmus Research Institute in Management (ERIM), (2001 – 2005)

Visiting Scholar, Dartmouth College, Tuck School of Business (2003)

Professor Customer Based Marketing, University of Groningen, Faculty of Economics and Business (2005 – 2011)

Fellow SOM, University of Groningen, (2005 – present)

Director and founder Customer Insights Center, University of Groningen (June 2006-2012)

Faculty Fellow, Center for Service Leadership, Arizona State University, Phoenix, Tempe, (2007-present)

Research Area Coordinator Consumer Well-Being, AiMark, (2008-present)

Department Chair, Department of Marketing, Faculty of Economics and Business, University of Groningen (2009-2016)

Research Professor of Marketing (0,2 FTE), BI Norwegian Business School (2012-2014)

Visiting Professor of Marketing, BI Norwegian Business School (2014-2016)

Director University Groningen Business School (2016-present)

Academic Trustee, AIMARK, (2013-present)

Academic Trustee, Marketing Science Institute, (2016-present)

Visiting Professor University of St. Gallen (2016-2017)

Director, University of Groningen Business School (2016-present)

Director, Groningen Digital Business Centre (2017-present)

EMAC Fellow, 2018 – present

RESEARCH ACTIVITIES

REFEREED ARTICLES IN JOURNALS

1. “Moving Forward: The Role of Marketing in Fostering Public Transport Usage” (with Maarten Gijzenberg), 2018, *Journal of Public Policy & Marketing*, forthcoming
2. “App Adoption: The Effect on Purchasing of Customers who have used a Mobile Website Previously” (with Huan Liu, Lara Lobschat and Hong Zao), 2018, *Journal of Interactive Marketing*, forthcoming
3. "Device Switching in Online Purchasing: Examining the Strategic Contingencies" (with Evert de Haan, PK Kannan and Thorsten Wiesel), 2018, *Journal of Marketing*, 82 (5), 1-19
Lead Article
4. “Introduction to Special Issue: Consumer Response to the Evolving Retailing Landscape”, (with Barbara E. Kahn and J. Jeffrey Inman), 2018, *Journal of the Association of Consumer Research* 3(3), 255–259
5. “Websites as Information Hubs - How Informational Channel Integration and Shopping Benefit Density Interact in Steering Customers to the Physical Store” (with Kristina Kleinkercher, Oliver Emrich, Dennis Herhausen, and Thomas Rudolph) 2018, *Journal of the Association of Consumer Research*, 3 (3), 330-342
6. “Multi-channel Retailing: A Research Agenda and Overview” (with Huan Liu and Lara Lobschat), 2018, *Foundations and Trends in Marketing®*, forthcoming

7. "Consumer Informational Privacy: Current Knowledge and Research Directions" (with Frank T. Beke and Felix Eggers), 2018, *Foundations and Trends in Marketing*[®], 11 (1), 1-72
8. "Good, Better, Engaged?: The Effect of Firm-Initiated Customer Engagement Behavior on Shareholder Value" (with Sander F.M. Beckers and Jenny van Doorn), 2018, *Journal of the Academy of Marketing Science*, 46 (3), 366-383
Lead Article
9. "Consumer Connectivity in a Complex, Technology-Enabled, and Mobile-Oriented World with Smart Products" (with Andrew T. Stephen, P.K. Kannan, Xueming Luo, Vibhanshu Abhishek, Michelle Andrews, Yakov Bart, Hannes Datta, Nathan Fong, Donna L. Hoffman, Mandy Mantian Hu, Tom Novak, William Rand, Yuchi Zhang), 2017, *Journal of Interactive Marketing*, 40 (1), 1-8
Lead Article
10. "The Impact of Corporate Social Responsibility on Customer Attitudes and Retention - The Moderating Role of Brand Success Indicators" (with J. van Doorn, M. Onrust, M.S. Bügel), 2017, *Marketing Letters*, 28 (4), 607-619
11. "The impact of positive and negative emotions on loyalty intentions and their interactions with customer equity drivers" (with Y.C. Ou), 2017, *Journal of Business Research*, 80, 106-115
12. "Developing an Analytical Based Service Improvement System for the National Dutch Railways" (with Martin Heijnsbroek and Joost Bosma), 2017, *Interfaces*, 47 (6), 489-504
(Finalist ISMS Gary Lilien Practice Prize 2016)
13. "Permission Marketing and Privacy Concerns - Why Do Customers (Not) Grant Permissions" (with Manfred Krafft and Christen Arden), 2017, *Journal of Interactive Marketing*, 39 (3), 39-54
Winner of Best Paper for Research on the Practice of Marketing as it relates to Innovation, Technology and Interactivity (given by the American Marketing Association's Innovation, Technology and Interactivity Special Interest Group and the Lazaridis Institute for Management of Technology Enterprises at Wilfrid Laurier University).
14. "The moderating role of shopping trip type in store satisfaction formation" (with Auke Hunneman and Laurens M. Sloot), 2017, *Journal of Business Research*, 78 (September), 133-142.
15. "The Showrooming Phenomenon: It's More Than Just about Price" (with Sonja Gensler and Scott A. Neslin), 2017, *Journal of Interactive Marketing*, 39 (2), 29-43
Best Paper Award 2018

16. "No Future Without the Past? Predicting Churn in the Face of Customer Privacy"
(with N. Holtrop, J.E. Wieringa, and M. Gijsenberg) 2017, *International Journal of Research in Marketing*, 34 (1), 154-172
Winner of EMAC Sheth Dissertation Award

17. "The Effects of Customer Equity Drivers on Loyalty across Services Industries and Firms" (with Yi-Chun Ou and Thorsten Wiesel), 2017, *Journal of the Academy of Marketing Science*, 45 (3), 336-356

18. "Understanding the Customer Experience throughout the Customer Journey" (with Katherine N. Lemon), 2016, *Journal of Marketing*, 80 (6), 69-96
Invited for Special Issue Frontiers in Marketing MSI
Finalist Maynard/Hunt Best Paper Award 2016
Finalist MSI Paul Root Award 2016
Highly Commended Service Article by AMA ServSIG 2016

19. "The Path to Purchase and Attribution Modeling: Introduction to Special Section"
(with PK Kannan and Werner Reinartz), 2016, *International Journal of Research in Marketing*, 33 (3), 449-456

20. "Regular or low-fat? An investigation of the long-run impact of the first low-fat purchase on subsequent purchase volumes and calories"(with Kathleen Cleeren, Kelly Geyskens and Joost Pennings), 2016, *International Journal of Research in Marketing*, 33 (4), 896-906
Finalist IJRM Best Paper Award 2016

21. "Segmenting Consumers according to Their Purchase of Products with Organic, Fair-Trade, and Health Labels" (with Jenny van Doorn), 2016, *Journal of Marketing Behavior*, 2 (1), 19-37

22. "Indicators of Opinion Leadership in Customer Networks: Self-reports and Degree Centrality" (with Hans Risselada and Tammo Bijmolt), 2016, *Marketing Letters*, 27 (3), 449-460

23. "Recasting the customer experience in today's omnichannel environment" (with I. Melero and F.J. Sese), 2016. *Universia Business Review*, 50, 18-37

24. "Merging data streams: The real challenge of big data" (with Edwin Kooge and Natasha Walk), 2016, *Research World*, 56, 34-37

25. "The Impact of a Homogenous versus a Prototypical Web design on Online Retail Patronage for Multichannel Providers", (with Oliver Emrich), 2015, *International Journal of Research in Marketing*, 32(4), 363-374.

26. "The predictive ability of different customer feedback metrics for retention." (with Evert de Haan and Thorsten Wiesel), 2015, *International Journal of Research in Marketing*, 32 (2), 195-206
Finalist IJRM Best Paper Award 2015
27. "Losses Loom Longer Than Gains: Modeling the Impact of Service Crises on Perceived Service Quality over Time"(with Maarten Gijsenberg and Harald J. van Heerde), 2015, *Journal of Marketing Research*, 52(5), 642-656.
Highly Commended Service Article by AMA ServSIG 2015
28. "The Impact of Consumer Confidence on Store Satisfaction and Share of Wallet Formation" (with Auke Hunneman and Laurens M. Sloot), 2015, *Journal of Retailing*, 91 (3), 516-532
29. "Drivers of and Barriers to Organic Purchase Behavior" (with Jenny van Doorn), 2015, *Journal of Retailing*, 91 (3), 436-450
Finalist Davidson Award (Best Paper) 2016
30. "From Multi-Chanel Retailing to Omni-Channel Retailing Introduction to the Special Issue on Multi-Channel Retailing" (with PK Kannan and Jeffry Inman), 2015, *Journal of Retailing*, 91 (2), 174-182
31. "Customer Value Modelling in the Energy Market and a Practical Application for Marketing Decision Making" (with Lhoest-Snoeck, Sietske & Erjen van Nierop), 2015, *International Journal of Electronic Customer Relationship Management*, 9 (1), 1-32
32. "Reward Redemption Effects in a Loyalty Program when Customers Choose how much and when to Redeem" (with Matilda Dorotic, Dennis Fok & Tammo H.A. Bijmolt), 2014, *International Journal of Research in Marketing*, 31 (4), 339-355
Lead Article
33. "Customer Responses to Channel Migration Strategies toward the E-channel" (with Debra Trampe & Umut Konus), 2014, *Journal of Interactive Marketing*, 28 (4), 257-270
34. "The Interrelationships between Brand and Channel Choice" (with Scott A. Neslin, Kinshuk Jerath, Anand Bodapati, John Deighton, Sonja Gensler, Leonard Lee, Elisa Montaguti, Rahul Telang, Eric. T. Bradlow, Raj Venkatesan, & John Zhang), 2014, *Marketing Letters*, 25 (3), 319-330
35. "For New Customers only: A Study on the Effect of Acquisition Campaigns on a Service Company's Existing Customers' CLV" (with Sietske Lhoest-Snoeck & Erjen van Nierop), 2014, *Journal of Interactive Marketing*, 28 (3), 210-224

36. "The Role of Consumer Confidence in Creating Customer Loyalty", (with Yi-Chun Ou, Lisette de Vries & Thorsten Wiesel), 2014, *Journal of Service Research*, 17 (3), 339-354
37. "Dynamic Effects of Social Influence and Direct Marketing on the Adoption of High-Technology Products," (with Hans Risselada & Tammo H.A. Bijmolt), 2014, *Journal of Marketing*, 78 (2), 52-68
Finalist Harald M. Maynard Award 2015
Finalist MSI Paul H. Root Award 2015
38. Challenges and Solutions for Marketing in a Digital Area (with Peter S.H. Leeftang, Tjark Freundt & Peter Dahlström), 2014, *European Management Journal*, 32 (1), 1-12
Lead Article
39. "The Effect of Search Channel Elimination on Purchase Incidence, Order Size and Channel Choice", 2014, *International Journal of Research in Marketing*, (with Umut Konus and Scott A. Neslin), 31 (1), 49-64
40. "Understand the Perils of Cocreation" (with Sander F.M. Beckers and Jenny van Doorn), 2013, *Harvard Business Review*, 91(September), 28
41. "The Effect of Mailing Design Characteristics on Direct Mail Campaign Performance" (with Sebastian Feld, Kay Peters, Heiko Frenzen and Manfred Krafft), 2012, *International Journal of Research in Marketing*, 30 (2), 143-159
42. "Successful Customer Value Management: Key Lessons and Emerging Trends" (with Katherine N. Lemon), 2013, *European Management Journal*, 31, 1-15
Lead Article
43. "Understanding Consumers' Multichannel Choices across the Different Stages of the Buying Process" (with Sonja Gensler and Martin Böhm), 2012, *Marketing Letters*, 23 (4), 987-1003
44. "Loyalty Programmes: Current Knowledge and Research Directions" (with Matilda Dorotic, and Tammo H.A. Bijmolt), 2012, *International Journal of Management Reviews*, 4 (3), 217-237
45. "Generating Global Brand Equity through Corporate Social Responsibility to Key Stakeholders" (with Anna Torres, Jose Antoinio Tribo and Tammo H.A. Bijmolt), 2012, *International Journal of Research in Marketing*, 29 (1), 13-24

46. "Assessing Consequences of Component Sharing Across Brands in the Vertical Product Line in the Automotive Market" (with Koen H. Pauwels and Mirjam A. Tuk), 2012, *Journal of Product Innovation Management*, 29 (4), 559-572
47. "Towards a Further Understanding of the Antecedents of Retailer New Product Adoption" (with Yvonne van Everdingen, Laurens M. Sloot and Erjen van Nierop), 2011, *Journal of Retailing*, 89 (4), 579-597
48. "Do Vendors Benefit from Promotions in Multi-Vendor Loyalty Programs" (with Matilda Dorotic, Dennis Fok and Tammo H.A. Bijmolt), 2011, *Marketing Letters*, 22 (4), 341-356
49. "Differences in Willingness to Pay for Organic Products between Virtue and Vice Food" (with Jenny van Doorn), 2011, *International Journal of Research in Marketing*, 28 (3), 167-180
Lead article
50. "A Cross-National Investigation into the Marketing Department's Influence within the Firm: Towards Initial Empirical Generalizations" (Peter S.H. Leeflang, Jochen Reiner, Martin Natter, Amir Grinstein, Bill Baker, Anders Gustafson and John Saunders), 2011, *Journal of International Marketing*, 19 (3), 59-86
(Marketing Science Institute working paper, **finalist for Robert D. Buzzel Award**).
51. "The Effects of Pricing and Advertising on Relationship Duration in a Liberalizing Market" (with Yolanda Polo and Javier Sesé), 2011, *Journal of Interactive Marketing*, 25 (4), 201-214
52. "Customer Intimacy and Commitment to Relationships with Firms in Five Different Sectors: Preliminary Evidence" (with Marnix Bügel and Bram Buunk), 2011, *Journal of Retailing and Consumer Services*, 18, 247-258
53. "Drivers of Peak-Sales for Pharmaceutical Brands" (with Marc Fisher and Peter S.H. Leeflang), 2010, *Quantitative Marketing and Economics*, 8 (4), 429-460
54. "Staying Power of Churn Prediction Models" (with Hans Risselada and Tammo H.A. Bijmolt), 2010, *Journal of Interactive Marketing*, 24 (3), 198-208
Winner of Best Paper Award 2011
55. "Customer Engagement as a New Perspective in Customer Management" (with Werner Reinartz and Manfred Krafft), 2010, *Journal of Service Research*, 13 (3), 247-252

56. “Customer Engagement Behavior: Theoretical Foundations and Research Directions” (with Jenny van Doorn, Katherine N. Lemon, Vikas Mittal, Stephan Nass, Doreén Pick and Peter Pirner), 2010, *Journal of Service Research*, 13 (3), 253-266
Finalist Best paper Award 2011
57. “CRM in Data Rich Multichannel Retailing Environments: A Review and Future Research Directions” (with Rajkumar Venkatesan, Leigh McAllister, Edward C. Malthouse, Manfred Krafft, and Shankar Ganesan), 2010, *Journal of Interactive Marketing*, 24 (2), 121-137
58. “A Comparison of the Commitment of Customers in five branches with the Psychological Investment Model“ (with Marnix Bügel and Bram Buunk), 2010, *Journal of Relationship Marketing*, 9 (1), 2-29
59. “The Impact of Adoption Timing on New Service Usage and Early Disadoption”(with Remco Prins and Philip Hans Franses), 2009, *International Journal of Research in Marketing*, 26 (4), 304-313
60. “Customer Experience: Determinants, Dynamics and Management Strategies”, (with Katherine N. Lemon, A. Parasuraman, Anne Roggeveen, Leonard L. Schlessinger & Michael A. Tsiros), 2009, *Journal of Retailing*, 85 (1), 31-41
Best Cited Paper Journal of Retailing 2012
Most Downloaded Paper Science Direct Dutch Based Authors 2014
61. “Understanding the Drivers of Marketing Department’s Influence within the Firm”, (with Peter S.H. Leeflang), 2009, *Journal of Marketing*, 73 (2), 14-37
(Also appeared as MSI Working paper Report No .08-104, Boston)
Winner Harald M. Maynard Award 2009 (Best paper award Journal of Marketing)
62. “The Selection of B2B Service Providers”, (with Stefan Wuyts and Remco Prins), 2009, *International Journal of Research in Marketing*, 26 (1), 41-51
63. “Creating Lift versus Building the Base: Current Trends in Marketing Dynamics”, (with Leeflang, Peter S.H., Tammo H.A. Bijmolt, Jenny van Doorn, Dominique H. Hanssens, Harald J. van Heerde, & Jaap E. Wieringa), 2009, *International Journal of Research in Marketing*, 26 (1), 13-20
64. “Multi-channel Customer Segmentation”, (with Umut Konus and Scott A. Neslin), 2008, *Journal of Retailing*, 84 (4), 398-413
Lead Article
Replicated in De Keyser et al. (2015), International Journal of Research in Marketing
65. “Understanding the Impact of Brand Delisting on Brand Switching and Store

- Switching Intentions” (with Laurens M. Sloot), 2008, *Journal of Retailing*, 84 (3), 281-296
66. “Critical Incidents and the Impact of Satisfaction on Customer Share” (with Jenny van Doorn), 2008, *Journal of Marketing*, 72 (4), 123-142
(Also appeared as MSI Working paper Report No .07-101, Boston)
67. “Expanding Business-to-Business Customer Relationships: Modeling the Customer’s Upgrade Decision” (with Ruth Bolton and Kay Lemon), 2008, *Journal of Marketing*, 72 (1), 46-64
68. “Customer Value Management: An Overview and Research Agenda” (with Jenny van Doorn and Mathilda Dorotic), 2007, *Marketing – Journal of Research in Management*, 2, 51-69
69. “Understanding Customer Switching Behavior in a Liberalizing Market: An Exploratory Study”, (with Jaap E. Wieringa), 2007, *Journal of Service Research*, 10 (2), 174-186,
70. “Multichannel Customer Management: Understanding the Research Shopper Phenomenon” (with Scott A. Neslin and Björn Vroomen), 2007, *International Journal of Research in Marketing*, 24 (2), 129-148
(Also appeared as MSI Working paper Report No .06-126, Boston)
Finalist Steenkamp Long-Term Impact Award IJRM 2017, 2018
71. “Modeling CLV: A Test of Competing Models in the Insurance Industry” (with Bas Donkers and Martijn de Jong), 2007, *Quantitative Marketing and Economics*, 5 (2), 163-190
72. “The Quest for Citations: Drivers of Article Impact“ (with Stefan Stremersch and Isabel Verniers), 2007, *Journal of Marketing*, 71 (3), 171-193
73. “Marketing Communication Drivers of Adoption Timing of a New E-Service Among Existing Customers” (with Remco Prins), 2007, *Journal of Marketing*, 71 (2), 169-183
74. “The Importance of Non-linear Relationships between Attitude and Behaviour in Policy Research (with Jenny van Doorn and Tammo H.A. Bijmolt), 2007, *Journal of Consumer Policy*, 30 (2), 75-90
75. “The Effect of Virtual Community Satisfaction on Membership Participation” (with Fred Langerak, Kristine de Valck and Peeter W. Verlegh), 2007, *British Journal of Management*, 18, 241-256

76. "Understanding Brand and Dealer Retention in the New Car Market: The Moderating Role of Brand Tier" (with Fred Langerak and Bas Donkers), 2007, *Journal of Retailing*, 83 (1), 97-113
77. "Challenges and Opportunities in Multichannel Customer Management", (with Scott A. Neslin, Dhruv Grewal, Robert Leghorn, Venky Shankar, Marije L. Teerling and Jacquelyn S. Thomas), 2006, *Journal of Service Research*, 9 (2), 95-112
78. "The Short- and Long-term Impact of an Assortment Reduction on Category Sales" (with Laurens Sloot and Dennis Fok), 2006, *Journal of Marketing Research*, 46 (4), 536-548
(Also appeared as MSI Working paper Report No .06-106, Boston)
79. "Globalization of Marketing Discipline: Does it Help or Hinder the Field", (with Stefan Stremersch), *Marketing Science*, 2005, 24 (4), 585-594
80. "Optimizing Marketing Interventions Mix in Intermediate CRM", (with Roland T. Rust), *Marketing Science*, 2005, 24 (3), 477-489
81. "Choice Models and Customer Relationship Management", (with Carl Mela, Wagner Kamakura, Asim Ansari, Anand Bodapati, Pete Fader, Raghuram Iyengar, Prasad Naik, Scott Neslin, Baohong Sun, Michel Wedel, Ron Wilcox), *Marketing Letters*, 16 (3/4), 279-291
82. "Selecting Profitable Customers for Complex Services on the Internet", (with Björn Vroomen, Bas Donkers and Philip Hans Franses), *Journal of Service Research*, 2005, 8 (1), 37-47
83. "Explaining Purchase Behavior of Organic Meat by Dutch Consumers", *European Review of Agricultural Economics*, 2005, 32 (2), 245-267
84. "The Impact of Brand and Category Characteristics on Consumer Stock-out Reactions" (with Laurens Sloot and Philip Hans Franses), 2005, *Journal of Retailing*, 81 (1), 15-34
85. "The Effect of Acquisition Channels on Customer Retention and Cross-Buying" (with Bas Donkers), *Journal of Interactive Marketing*, 2005, 19 (2), 31-43
86. "The Theoretical Underpinnings of Customer Asset Management: A Framework and Propositions for Future Research", (with Ruth N. Bolton and Katherine N. Lemon), *Journal of the Academy of Marketing Science*, 2004, 32 (3), 271-292
87. "Service Processes as a Sequence of Events: An Application to Service Calls" (with Gerrit Antonides and Arnoud N. de Hoog), *Journal of Service Research*, 2004, 7 (1), 53-64
Finalist for the IBM Best Article Award for 2005

88. "Understanding the Effect of Customer Relationship Management Efforts on Customer Retention and Customer Share Development, *Journal of Marketing*, 2003, 67 (October), 30-45
Winner Sheth Foundation Award
Winner of Donald R. Lehmann Award
89. "Using Selective Sampling for Binary Choice Models to Reduce Survey Costs" (with Bas Donkers and Philip Hans Franses), *Journal of Marketing Research*, 2003, 40 (4), 492-497
90. "Combining Revealed and Stated Preferences to Forecast Customer Behavior: Three Case Studies" (with Philip Hans Franses), *International Journal of Market Research*, 2003 45 (4), 467-474
91. "Strategically Embedding CRM" (with Fred Langerak), *Business Strategy Review*, 2003, 14 (4), 73-80
92. "The Commercial Use of Segmentation and Predictive Modeling Techniques for Database Marketing in the Netherlands" (with Penny N. Spring, Janny C. Hoekstra and Peter S.H. Leeftang), *Decision Support Systems*, 2003, 34, 471-481
93. "Eleven Misconceptions about Customer Relationship Management" (with Fred Langerak), *Business Strategy Review*, 2002, 13 (4), 70-76
94. "Consumer Perception and Evaluation of Waiting Time: A Field Experiment" (with Gerrit Antonides and Marcel van Aalst), *Journal of Consumer Psychology*, 2002, 12 (3), 193-202
95. "The Effect of Relational Constructs on Customer Referrals and Number of Services Purchased From a Multiservice Provider: Does Age of Relationship Matter?, (with Philip Hans Franses and Janny C. Hoekstra)", *Journal of the Academy of Marketing Science*, 2002, 30 (3), 202-16
96. "Linking Customer Assets to Financial Performance" (with John E. Hogan, Donald R. Lehmann, Maria Merino, Rajendra K. Srivastava, Jacquelyn S. Thomas), 2002, *Journal of Service Research*, 5 (1), 26-38
97. "Changing Perceptions and Changing Behavior in Customer Relationships" (with Philip Hans Franses and Bas Donkers), *Marketing Letters*, 2002, 13 (2), 121-34
98. "Strategic Reactions of National Brand Manufacturers towards Private Labels" (with Ed Nijssen and Laurens M. Sloot), *European Journal of Marketing*, 2002, 36 (11/12), 1309-1327

99. "The Effect of Satisfaction and Payment Equity on Cross Buying: A Dynamic Model for a Multi-Service Provider" (with Philip Hans Franses and Janny C. Hoekstra), *Journal of Retailing*, 2001, 77 (3), 359-78
100. "Predicting Customer Potential Value: An Application to the Insurance Industry" (with Bas Donkers), *Decision Support Systems*, 2001, 32, 189-99
101. "Possible determinants of consumers' adoption of electronic grocery shopping", (with Fred Langerak), *Journal of Retailing and Consumer Services*, 2001 (8) 5, 275-85
102. "The Effectiveness of Direct Response Radio Commercials, Results of a Field Experiment in the Netherlands" (with Janny C. Hoekstra and Marcel van Aalst), *European Journal of Marketing*, (34), 2000, 143-55
103. "Status of Database Marketing in the Dutch Fast Moving Consumer Goods Industry" (with Janny C. Hoekstra), *Journal of Market-Focused Management*, 1999, (3), 313-32

REFEREED ARTICLES IN BOOKS AND SERIES

1. "Loyalty Programs: Current Insights, Research Challenges, and Emerging Trends" (with T.H.A. Bijmolt), 2017,. In: Wierenga B., van der Lans R. (eds) *Handbook of Marketing Decision Models*. International Series in Operations Research & Management Science, vol 254. Springer, Cham
2. "Happy Users, Grumpy Bosses: Current Community Engagement Literature and the Impact of Support Engagement in B2B Setting on User and Upper Management Satisfaction" (with Sander F.M. Beckers, S.A. Bonen, Paul W. Fombelle, Jenny van Doorn and K.R. Ray), 2017, in *Customer Engagement Marketing*, (Eds Robert W. Palmatier, V. Kumar, and Coleen Harmeling), Palgrave, *forthcoming*
3. "Economic outcomes of customer engagement: Emerging findings, contemporary theoretical perspectives and future challenges" (with Sander F.M. Beckers and Jenny van Doorn), 2016, in *Customer Engagement; Contemporary Issues and Challenges* (eds. Roderick J. Brodie, Linda L. Hollebeek and Juliet Conduit), 2016, Routledge, New York, pp. 21-52
4. "Customer acquisition strategies: A customer equity management perspective" (with Kay Peters and Manfred Krafft), *Handbook of Customer Equity Management* (eds. V. Kumar and Denish Shah), 2015, Edgar Elgar Publishing, Cheltenham UK, pp. 227-264

5. "Advances in Customer Value Management" (with Katherine N. Lemon) in *Handbook of Relationship Marketing* (eds. Robert M. Morgan, Janet Parish and George Detz), 2015, Edgar Elgar Publishing, Cheltenham UK, pp. 75-103
6. "Customer engagement: A new frontier in customer value management" (with Sander F.M. Beckers and Hans Risselada), in *Handbook on Research in Service Marketing* (eds. Roland T. Rust and M.H. Huang), 2014, Cheltenham UK: Edward Elgar Publishing Ltd, 97-122
7. "The Marketing Finance Interface: An Organizational Perspective"(with Joost M.E. Pennings), in *Handbook of Marketing and Finance* (eds. Shankar Ganesan and Sundar S. Bharadwaj), 2012, Edward Elgar, Cheltenham UK., p. 225-243
8. "Multichannel Customer Management Strategy", in *Handbook of Marketing Strategy* (eds. Venkatesh Shankar and Gregory Carpenter), 2012, Edward Elgar, Cheltenham UK, p.135-150
9. "Customer Value Management: Optimizing the Value of the Firm's Customer Base" (with Katherine N. Lemon), 2011, *Fast Forward Paper Series, Marketing Science Institute*, Boston
10. "Direct-to-Consumer Advertising," (with Janny C. Hoekstra) in: *The International Encyclopedia of Communication* / (ed. Donsbach), Volume IV. Wiley-Blackwell (Oxford, UK and Malden, MA), 1323-1325
11. "Out-of-Stock: Reactions, Antecedents, Management Solutions, and a Future Perspective (with Laurens Sloot)", In Krafft M. and Mantrala M. (eds.), *Retailing in the 21st Century*, Springer, 2005, 239-254
12. "Managerial misconceptions about CRM".(with Fred Langerak) In Crainer, S. and Dearlove, D. (eds.), "*Financial Times Handbook of Management*," 3rd edition, Pearson Higher Education, London, 2004, 387-400

REFEREED ARTICLES IN CONFERENCE PROCEEDINGS

1. "Virtual Community Satisfaction and Member Participations" (with Fred Langerak, Peeter Verlegh and Kristine Valck), *Advances in Consumer Research*, 31, 56-57
2. "Predicting Customer Lifetime Value in Multi-Service Industries" (with Bas Donkers and Martijn de Jong), EMAC Proceedings, Glasgow, 2003
3. "Virtual Community Satisfaction and Member Participations" (with Fred Langerak, Peeter Verlegh and Kristine Valck), EMAC Proceedings, Glasgow, 2003

4. "The Joint Effect of Relationship Perceptions and Relationship Marketing Instruments on Customer Share Development", EMAC Proceedings, Braga, 2002
5. "Consumer Perceptions of Evaluations of Telephone Waiting Times", (with Gerrit Antonides and Marcel van Aalst), EMAC Proceedings, Rotterdam, 2000
6. "Does Self-Stated Satisfaction with Multi-Service Providers Explain Future Purchase Behavior", EMAC Proceedings, Rotterdam, 2000
7. "The Commercial Use of Selection and Segmentation Techniques for Database Marketing", (with Penny N. Spring, Janny C. Hoekstra and Peter S.H. Leeflang), EMAC Proceedings, Rotterdam, 2000
8. "An Empirical Examination of Factors Related to the Intention to Adopt Teleshopping in Food Retailing", (with Fred Langerak) EMAC Proceedings (eds. Hildebrandt L. and Annacker D.), Berlin, 1999
9. "The Effectiveness of Direct Response Radio Commercials: Results of a Field Experiment in the Netherlands", (with Janny C. Hoekstra, Marcel van Aalst), EMAC Proceedings Track 4 Marketing Management and Communication (eds. Mattson L.G and Lijegren), Stockholm, 1998, 241-54
10. "The Status Quo of Database Marketing in the Dutch Fast Moving Consumer Goods Industry", (with Janny C. Hoekstra) Conference Proceedings Customer-based Marketing Conference 1998 (eds. Hoekstra J.C., Huizingh K.R.E. and Willenborg G.B.W.), University of Groningen, 1998, 73-97
11. "The Battle of the Brands: The Formulation and Empirical Testing of a Typology of Strategic Reactions of Leading National Brands against Private Labels" (with Ed Nijssen, Laurens M. Sloot and Pete Bucklin), AMA Educators' Proceedings (eds. Pride W.H. and Hult G.T.), Chicago, 1997, 294-96

REFEREED ARTICLES IN DUTCH SCIENTIFIC JOURNALS

1. "Marketing van Professionele Diensten en Professionele Dienstverlening", (with Peter S.H. Leeflang), *Maandblad voor Accountancy en Bedrijfseconomie*, 2014, 88 (7/8), 270-273
2. "Gebruik van Customer Feedback Metrics door Dienstverleners", (with Evert de Haan and Thorsten Wiesel), *Maandblad voor Accountancy en Bedrijfseconomie*, 2014, 88 (7/8), 274-281

3. "Houdbaarheid van Churnvoorspellingsmodellen", (with Hans Risselada and Tammo H.A. Bijmolt), *Jaarboek van Marktonderzoek Associatie*, 2013, 217-234
Winner MOA Wetenschapsprijs 2013
4. "Wel of niet op het schap? Hoe retailers beslissingen nemen ten aanzien van de adoptie van nieuwe producten" (with Laurens Sloot, Yvone van Everdingen en Erjen van Nierop), *Jaarboek van Marktonderzoek Associatie*, 2012, 139-162
5. "Een vergelijking van de klantenbinding in vijf branches aan de hand van het psychologische investeringsmodel" (with Marnix S. Bügel en Bram A.P. Buunk), *Jaarboek Ontwikkelingen in het Marktonderzoek*, 2009, 133-151
6. "Consumentenreacties bij assortimentsreducties" (with Laurens M. Sloot and Dennis Fok), *Recente Ontwikkelingen in het Marktonderzoek*, 2007, 31-52
7. "Publicatiedrift van Nederlandse Marketingwetenschappers" (with Stefan Stremersch), *Recente Ontwikkelingen in het Marktonderzoek*, 2006, 143-158
8. "Customer Lifetime Value: Een Overzicht van de Literatuur", *Tijdschrift voor Economie en Management*, 2004, XLIX (Februari), 79-104
9. "Het Verklaren van Consumentenreacties bij Out-of-stock " (with Laurens Sloot, Rocco Kellewink, Harry Commandeur and Ed Peelen), *Recente Ontwikkelingen in het Marktonderzoek*, 2004, 101-119
10. "Steekproeftrekking bij Onderzoek naar Zeldzame Uitkomsten", (with Bas Donkers and Philip Hans Franses), *Recente Ontwikkelingen in het Marktonderzoek*, 2003, 221-231
11. "De Beïnvloeding van Percepties en Evaluaties van Telefonische Wachtijden", (with Gerrit A. Antonides and Marcel van Aalst), *Recente Ontwikkelingen in het Marktonderzoek*, 2002, 257-70
12. "Database Marketing Intuïtie of Modellen?", (with Janny C. Hoekstra, Peter S.H. Leeftang and Penny Spring), *Bedrijfskunde*, 2002, 74 (2), 66-72
13. "De Invloed van Tevredenheid op Cross-Buying, Koppeling Vragenlijst Data met de Klantendatabase", (with Philip Hans Franses and Janny C. Hoekstra), *Recente Ontwikkelingen in het Marktonderzoek*, 2001, 58-73
14. "De Intentie om te Gaan Teleshoppen. Een Empirische Analyse van Beïnvloedende Factoren", (with Fred Langerak), *Maandblad voor Accountancy en Bedrijfseconomie*, 1999, 393-400

BOOK REVIEWS

1. “Customer Equity: Building and Managing Relationships as Valuable Assets by Blattberg R.C., Getz G., Thomas J.S.”, *Long Range Planning*, 2002, 35 (6), 657-661
2. “De Klant Bezien als Asset”, *Management en Organisatie*, 2002, 56 (3), 80-83
3. “Driving Customer Equity” (with Harry Commandeur), *Long Range Planning*, 2001, 34 (6), 759-62
4. “Klantwaarde als Strategische Uitgangspunt”, *Management en Organisatie*, 2001, 55 (3), 85-89

NON-REFEREED PUBLICATIONS

1. “Hoe verbetert de NS de Klantbeleving” (with Joost Bosma and Martin Heijnsbroek), *Tijdschrift voor Marketing*, 2017, April, 42-45
2. Marketing. (with P.S.H. Leeftang and P.W.J. Verlegh), in S. Philippen, & G. Werner (Eds.), *Canon van de economie*. (pp. 235-256). ESB BV.
3. “Operationalisering' van klantgerichtheid: omgaan met onvermijdelijke dilemma's”, *Holland Management Review*, 30 (152), 54-65
4. “Klant Centraal - Inzichten uit de marketingwetenschap”, *Holland Management Review*, 30 (151), 8-17
5. “Digitale Marketing: Uitdagingen en Oplossingen”(with Peter S.H. Leeftang, Peter Dahlström and Tjark Freundt), *Holland Management Review*, 30 (148), 41-49
6. “Verbeterde klantprestaties van bank” (with Tryntsje Hoving-Wesselius, Marnix Bügel and Thorsten Wiesel), *Economische Statistische Berichten*, 2012, 97 (4628), 85-87
7. “Dutch Customer Performance Index 2012: Univé levert beste klantprestaties” (with Bügel, Marnix S., Tryntsje Hoving-Wesselius, Thorsten Wiesel, Evert de Haan, Jelle T. Bouma, Linda Teunter and Toon Alleman), *Tijdschrift voor Marketing*, 2013, Februari, 25-29
8. “Reducing Assortments without Losing Business: Key Lessons for Retailers and Manufacturers” (with Laurens Sloot), 2012, *GfK Marketing Intelligence Review*, 3 (2), 26-33

9. “Dutch Customer Performance Index 2011: IKEA Levert Beste Klantprestaties”, (with Bügel, Marnix S., Tryntsje Hoving-Wesselius, Thorsten Wiesel, Jelle T. Bouma, and Toon Alleman), *Tijdschrift voor Marketing*, 2012, Februari, 44-48
10. “Klantprestaties bij Nederlandse banken in 2011” (with Tryntsje Wesselius, Marnix Bügel and Thorsten Wiesel), 2011, *Economische Statistische Berichten*, 96 (4614&4615): 455-457
11. “Marketing in de Gemeente, Durf, Leiderschap en Balans”, 2010, *Leadership*, 3(10), 38-42
12. “Getting Marketing Back in the Boardroom: The Influence of Marketing Departments in Companies Today” (with Peter S.H. Leeflang), 2010, *GfK Marketing Intelligence Review*, 2 (1), 34-41
13. “Klantprestaties van Nederlandse Banken” (with Tryntsje Wesselius, Marnix Bügel and Thorsten Wiesel), 2010, *Economische Statistische Berichten*, 95(4584), 262-265
14. “De Dutch Customer Performance Index: Het nieuwe Meten van Klantprestaties”(with Jelle Bouma, Toon Alleman, Tryntsje Wesselius, Marnix Bügel and Thorsten Wiesel), 2010, *Tijdschrift voor Marketing*, April, 58-60
15. “Consument wil maar beperkt betalen voor duurzame voeding (with Jenny van Doorn), 2009, *Economische Statistische Berichten*, 94(4570S), 72-77
16. *Geïnterviewd door Radio 1 en BNR Nieuwsradio; Interview in Volkskrant*
17. “Der Nichtlineare Zusammenhang Zwischen Einstellungen under Verhalten – Verbraucher mit einem Ausgeprägten Umweltbewusstsein Verhalten sich auch Umweltbewusst“, (with Jenny van Doorn), *Jahrbuch der Absatz- und Verbrachsforshung*, 2008 (54), 26-41
18. “Leeflang en Verhoef: Waar Staat de Marketingafdeling”, (with Peter S.H. Leeflang), *Tijdschrift voor Marketing*, 2008, (Mei), 48-50
19. “Studie-evaluaties en Marktaandelen van Universiteiten” (with Erjen van Nierop and Philip Hans Franses), *Economische Statistische Berichten*, 2008, 93 (4352), 216-218
20. “Campaign Trail” (with Christiaan Ph. Koenders and Marijn Knaack), *Marketing Management*, 2008, 17(2), 38-43
21. “De Rol van Marketing in Nederlandse Ondernemingen” (with Peter S.H. Leeflang, Martin Neef and Auke Molendijk), *Holland Management Review*, 25 (117), 59-67

22. "Onderwijskwaliteit aan NL universiteiten" (with Philip Hans Franses), *Economische Statistische Berichten*, 2007, 92 (519), 600-602
23. *Geciteerd in Metro, Spits, Radio 3*
24. "Succesfactoren van Campagneorganisaties", (with Christiaan H. Koenders), *Tijdschrift voor Marketing*, 2007, (April), 88-93
25. "Strategisch Klantwaardemanagent: Aanjager van Resultaatgedreven Marketing", *Holland Management Review*, 2006, 23 (110), 19-26
26. "Assortment Unavailability: The Impact of Assortment Reduction on Consumer Behaviour" (with Laurens Sloot and Dennis Fok), 2006, 6 (2), *Executive Outlook*, 8-16
27. "Selectie van Marktonderzoekbureaus: Van Shortlist naar Keuze", (with Stefan Wuyts and Remco Prins), 2006, *Clou*, (Oktober), 38-39
28. "Trends in Marketing en Wetenschap" (with Peter Leeftang and Tammo Bijmolt), *Tijdschrift voor Marketing*, 2007, (september), 92-94
29. "Naar Effectieve Individuele Marketing Communicatie", *Tijdschrift voor Marketing*, 2006, (mei), 66-67
30. "Consumer Reactions to Out-of-Stocks"(with Laurens Sloot and Philip Hans Franses), *Executive Outlook*, 2006 (March), 38-45
31. "Wetmatigheden in Marketing" (with Peter Leeftang and Tammo H.A. Bijmolt), *Tijdschrift voor Marketing*, 39 (november), 64-65
32. "De Verdwenen Klant: Uitdagingen voor Bedrijven in een 'Multi-channel-landschap'" (with André Doffer and Eduard de Wilde), *Holland Management Review*, 22 (104), 38-46
33. "Effecten van Assortiments Reducties" (with Laurens M. Sloot), *Tijdschrift voor Marketing*, 2005, 39 (juli-augustus), 40-41
34. "De Multi-Channelende Consument wordt Dominant" (with André Doffer and Eduard DeWilde), *Tijdschrift voor Marketing*, 2005, 39 (mei), 50-52
35. "Loyaal aan de Auto of de Dealer?" (with Fred Langerak), *Economisch Statistische Berichten*, 88 (4415), 476-478
36. "Tien Misvattingen over CRM" (with Fred Langerak), *Customer Base Jaarboek*, 2003

37. "Telecom Bedrijven Moeten Werken aan Klantwaarde" (with Bas Donkers and Coenraad de Vos van Steenwijk), *Marketing Tribune*, 2002, 29 oktober, p. 10-11
38. "Een + Een is Meer dan Twee", *Tijdschrift voor Marketing*, 2002, Februari
39. "Heb geen Vrede met Tevredenheid", *Economische Statistische Berichten*, 2001, 86 (2 november), 844-45
40. "Worden Econometrische Modellen wel Gebruikt in de Marketing Praktijk", *Medium Econometrische Toepassingen*, 2001, (9) 3, 39-40
41. "Prijs Weegt Zwaar, Merk niet, Internet Shopping in de Levensmiddelenmarkt", (with Martijn de Weerd), *Tijdschrift voor Marketing*, 2001, Juni, 42-43
42. "Teleshoppen: Tijdwinst, of Thuis Moeten Wachten op de Bezorging?", (with Hendra Satriasaputra and Marc ten Oever), *Food Personality*, 1999, October, 46-47
43. "E-Commerce: Gevolgen voor Retailer en Fabrikant", (with Fred Langerak), October, *Tijdschrift voor Marketing*, 1999, 33-35
44. "Database Marketing in de FMCG-industrie", (with Janny C. Hoekstra and Nelleke Kloet), *Tijdschrift voor Marketing*, 1998, April, 12-15
45. "Meeliften op het Succes van het A-merk" (with Laurens Sloot), *Food Personality*, 1998, Januari, 24-25
46. "A-merk en Huismerk: Fabrikant Moet Kiezen", (with Laurens Sloot), *Foodmagazine*, 1997, December, 10-11
47. "Private Labels en Winkeltrouw" (with Ed Nijssen), *Tijdschrift voor Marketing*, 1997 November, 45-47
48. "De Gehaaste Consument" (with Laurens Sloot and Janny C. Hoekstra), *Tijdschrift voor Marketing*, 1997, Juni, 53-56
49. "Private Label Vriend of Vijand?", (with Laurens Sloot and Ed Nijssen), *Tijdschrift voor Marketing*, 1997, April, 46-49

BOOKS & WHITE PAPERS

1. "Creating Value with Big Data Analytics": Making Smarter Marketing Decision" (with Edwin Kooge and Natasha Walk), 2016, Routeledge, New York (see www.bigdatasmartmarketing.com) (will be translated in Chines and Dutch)

Dutch version: Waarde creëren met big data analytics: Voor slimmere marketing beslissingen, Wolters Noordhoff, Groningen/Utrecht

Winner PIM Marketing Literatuurprijs 2017

2. "Klant Centraal in Banken Sector", White Paper voor Commissie Code Bank, (<http://www.commissiecodebanken.nl/scrivo/asset.php?id=979446>)
3. "Customer Value Management: Some Reflections and Future Trends", *Nordrhein-Westfälische Akademie der Wissenschaften und der Künste*, Ferdinand Schöningh, Paderborn (ISBN 978-3-506-77550-4).
4. "Loyalty Programs: Generalizations on Their Adoption, Effectiveness and Design" (with Tammo H.A. Bijmolt and Matilda Dorotic), *Foundations and Trends® in Marketing*, 5 (4), 197-258, Now Publishers
5. "Private Labels: Het Paard van Troje?", (with Laurens Sloot), F&G Publishing, Bunnik, 1997

AWARDS AND RANKING

Most recent rankings in Dutch Top 40 of Economists (based on publications):
18 in 2008; 7 in 2009; 9 in 2010; 32 2012; 29 in 2013, **26 in 2018**

Other

Best Paper Award for Research on the Practice of Marketing as it relates to Innovation, Technology and Interactivity (given by the American Marketing Association's Innovation, Technology and Interactivity Special Interest Group and the Lazaridis Institute for Management of Technology Enterprises at Wilfrid Laurier University), 2018

Winner of EMAC Sheth Dissertation Award for article with former University of Groningen PhD. student Niels Holtrop published in *International Journal of Research in Marketing*

Best Paper Award *Journal of Interactive Marketing*, 2018

Finalist best paper award, *International Journal of Research in Marketing*, 2016, 2017

Finalist Best Paper Award *Journal Marketing* 2016, 2018

Finalist MSI Paul Root Award *Journal of Marketing* 2016

Finalist Davidson Award 2016

Winner PIM Marketing Literatuurprijs, 2016 (for book on Big Data Analytics)

Finalist, ISMS Gary Lilien Practice Prize with Joost Bosma (NS) and Martin Heijnsbroek (MICompany)

Finalist IJRM best paper award 2015

Best Reviewer Award *Journal of Marketing*, 2016

Best Senior Editor Award, *International Journal of Research in Marketing*, 2016

Finalist Beste Paper Award Journal Marketing 2014

Finalist MSI Paul Root Award Journal of Marketing 2014

Winner of Best Senior Researcher Award SOM/ FEB University of Groningen 2013

Winner Sheth Foundation/Journal of Marketing Award 2012 for single authored paper “*Understanding the Effect of Customer Relationship Management Efforts on Customer Retention and Customer Share Development*” published in the *Journal of Marketing*

Winner of MOA (Dutch Marketing Research Association) Science Award 2013 (jointly with Hans Risselada and Tammo Bijmolt)

Winner best paper award *Journal of Interactive Marketing* 2011

Winner of 2009 Harald M. Maynard Award for best article published in *Journal of Marketing* 2009.

Ranked in Top 20 most productive marketing scholars around the globe by AMA SIG, 2000-2005

Ranked No. 18 as one of most productive scholars in marketing science (Seggie and Griffith 2009)

Nominated for the IBM Best Article Award for 2005 *Journal of Service Research*.

Donald R. Lehmann Award 2004 for best dissertation based paper in *Journal of Marketing* and *Journal of Marketing Research* for my single authored paper “*Understanding the Effect of Customer Relationship Management Efforts on Customer Retention and Customer Share Development*” published in the *Journal of Marketing*.

Highly commended award for best paper in *European Journal of Marketing* 2002, for paper with Edwin J. Nijssen and Laurens Sloot: “*Strategic Reactions of National Brand Manufacturers towards Private Labels: An Empirical Study in the Netherlands*”

Third price Doctoral Student Article Award, 1999, *Maandblad Accountancy en Bedrijfseconomie* (Dutch scientific journal)

Runner-up reward best proposal doctoral colloquium EMAC, 1998

CITATION ANALYSES



Source: <http://scholar.google.nl/citations?user=OBRsqssAAAAJ&hl=en>

WEB OF SCIENCE: 5422 CITATIONS, H-INDEX =37

OTHER SCIENTIFIC ACTIVITIES

Co-chair, Disruptions in Retailing Conference, Wharton, Pennsylvania, June 2017

Co-chair EMAC Conference 2017, Groningen

Discussion Leader, MSI Trustee conference, April 2017, Boston

Panel Member on Customer Experience, MSI Trustee Conference, April 2016, Boston

Discussion leader, MSI Trustee conference, November 2016 San Francisco

Invited speaker MSI conference on New Frontiers in Marketing, August 2015, Boston

Vice Chair UCW (University Committee for Scientific Affairs) University of Groningen, 2014-present

Chair Mid-term Review Research, ESE, Erasmus University, Fall 2013

Member UCW (University Committee for Scientific Affairs) University of Groningen, 2011-present

Coordinator of Eden Workshop on Marketing Strategy, *European Institute of Advanced Studies in Management* (EIASM), November, 2013 (lecturers include Stefan Wuyts (Koç University) and Thorsten Wiesel (University of Münster))

VP Membership, European Marketing Academy, 2011-present

Interim Treasurer, European Marketing Academy, 2015-2016

Coordinator of Eden Workshop Managerial Issues in Marketing, *European Institute of Advanced Studies in Management* (EIASM), November, 2011 (lecturers include Stefan Wuyts (Koç University) and Thorsten Wiesel (University of Groningen))

Member Blue Ribbon Panel, Best AMA Winter Conference paper, Austin, 2011
Chair Committee Jan-Benedict E.M. Steenkamp Award, Paper award for long-standing impact of papers published in the *International Journal of Research in Marketing* 2010

Co-organizer 3rd though leadership conference on customer management (jointly with Werner Reinartz and Manfred Krafft) in Montabaur, Sept 10-12 2009

Coordinator of Eden Workshop Managerial Issues in Marketing, *European Institute of Advanced Studies in Management* (EIASM), November, 2009 (lecturers include Stefan Wuyts (Tilburg University) and Peter Leeftang (University of Groningen))

Invited as Faculty member for AMA Doctoral Consortium, Georgia State University, 2009

Organizer of special session on the Role of Marketing within Firms EMAC conference, Nantes 2009

Organizer of special session on Consumer Well-being (with Jenny van Doorn) EMAC conference, Nantes 2009

Faculty Member, Doctoral Colloquium, EMAC, Nantes, 2009

Invited as Thought leader for Thought leaders Conference on Multichannel Retailing, Texas A&M Mays School of Business, January 2009

Member Committee Jan-Benedict E.M. Steenkamp Award, Paper award for long-standing impact of papers published in the *International Journal of Research in Marketing* 2009

Membership, Committee NWO Open Competition MAGW Fall 2008

Invited as Thought leader for Thought leaders Conference on Retailing, Babson College, April 2008

Invited as Faculty member for AMA Doctoral Consortium, University of Missouri, 2008

Coordinator of Eden Workshop Managerial Issues in Marketing, *European Institute of Advanced Studies in Management* (EIASM), November, 2007 (lecturers include Stijn van Osselaer (RSM, Erasmus), Ajay Kohli (Emory), Peter Leeflang)

Organizer and Chair of Workshop on Publishing in Marketing and Innovation Research, *European Institute of Advanced Studies in Management* (EIASM), March 2007

Invited as Faculty member for AMA Doctoral Consortium, Arizona State University, 2007

Invited as Faculty member for AMA Doctoral Consortium, University of Maryland, 2006

Chair Awards Committee Journal of Marketing 2006

Organizing committee Marketing Dynamics Conference 2007, University of Groningen

Organizer of Seminar “Emerging Topics in Customer Management”, University of Groningen, May 2006

Invited for Special Conference on Customer Management, University of Connecticut, 2005

Organizer special session on Multichannel issues in marketing on Marketing Science Conference 2005 (together with Scott Neslin)

Invited for the Sixth Choice Symposium, 2004 in Boulder, Colorado

Organizing committee Marketing Science 2004

Organizer of Seminar on Mathematical Models and Decision Support Systems in Marketing (with Nanda Piersma and Gerrit van Bruggen), 16-17 November 2000 (Participants Roland Rust, Prasad Naik, Kalyan Raman, Arvind Rangaswamy, Marnik DeKimpe, Michel Wedel, Berend Wierenga)

SELECTED PRESENTATIONS

Marketing Seminars given at:

KU Leuven, Tindemans Retail Seminar (**Key-note**), Antwerp, March 2018
University of Stavanger, Stavanger, March 2018
North Western University, Chicago, November 2017
University of North Carolina, Chapel Hill, November 2017
University of Lille, Seminar on Multi-channel Marketing (**key-note**), October 2017
EDHEC Business School, Lille, October 2017
INFORMS Revenue Management and Pricing Conference (**key-note**), Amsterdam, June 2017
QUIZ Conference Porto (**key-note**), June 2017
IESEG Business School, Lille, March, 2017
University of St. Gallen, January 2017
Arizona State University, November 2016
Koc University Istanbul, March 2016
Bocconi University Milan, March 2016
Rotterdam School of Management, February 2016
Leeds Business School, November 2015
IDC Arison Business School Tel Aviv, November 2014
BI Norwegian Business School, Oslo, November 2014
Frankfurt School of Management, October 2014
University of Münster, October 2014
Maastricht University, Marketing-Finance Symposium, October 2013 (key-note)
Cardiff Business School, July 2012 (key-note)
Institute for Statistics and Mathematics, Tokio, July 2012 (key-note)
Johann Arndt Conference, BI Oslo School of Management, June 2012 (key-note)
Norwegian School of Management, September 2011
Erasmus University, Tinbergen Marketing Camp, June 2011
University of Zaragoza, March 2011
Katholieke Universiteit Leuven, Wintercamp, December 2010
Cranfield School of Management, November 2010
Ben Gurion University, Ber Sheva, October 2009
Tel Aviv University, October 2009
Norwegian School of Management, April 2009
Aston University, February 2009
University of Texas Austin, January 2009
University of Mannheim, November 2008
Technical University Munich, July 2008
London Business School, July 2007
Koç University, Istanbul, December 2006
Arizona State University, March 2006

Hamburg University, January 2006
Kiel University, November 2005
Dartmouth College, September, 2005
Tilburg University, September, 2005
University of Groningen, February, 2005
Dartmouth College, November, 2004
University of Münster, April 2004
University of Frankfurt, December 2003
University of Wageningen, December 2003
Dartmouth College, September 2003
University of Leuven, January 2003
University of Nijmegen, October 2003
ERIM conference, Rotterdam, November 2001
University of Groningen, March 2001
Yale School of Management, March 2001
University of Maryland, March 2001
University of Tilburg, May 2001
Erasmus University, October, 2000
Seminar on Mathematical Models and Decision Support Systems in Marketing, Erasmus University, Rotterdam November 2000
Seminar on Marketing Modeling, Rotterdam, November 1999

Presentations at Conferences

Marketing Science Conference, Shanghai, 2016
EMAC Confernece, Oslo, 2016
EMAC Conference, Leuven, 2015
AMA-EMAC ECMI Symposium, May 2014
EMAC Conference, Lisbon, 2012
EMAC Conference, Lublijana 2011
Marketing Science, Cologne, 2010
EMAC Conference, Nantes, 2009
Marketing Science, Vancouver, 2008
EMAC, Reykjavik, 2007
Marketing Science Institute Conference onf CRM, INSEAD Fontainebleau, May 2006
Marketing Science Institute Conference on CRM, Los Angeles, March 2006
Mini-Seminar on Direct Marketing, University of Münster, 2005 (invited)
Marketing Science, Atlanta, 2005
EMAC/ANZMAC Meeting, Milan, 2005 (invited)
Marketing Science, Rotterdam, 2004
Marketing Science, Washington, 2003
EMAC, Glasgow, 2003
Marketing Science, Edmonton, 2002
EMAC, Braga, 2002
Marketing Science, Wiesbaden, 2001
Marketing Science, Los Angeles, 2000

EMAC, Rotterdam, 2001
EMAC, Berlin, 2000
EMAC, Stockholm, 1999

GRANTS

MSI support for project on attribution models \$ 5.000 (with T. Mark and K.N. Lemon)

NWO support for session on open access publishing on EMAC conference 2018

MSI support for project on mobile devices in path to purchase \$ 10.000 (with E. de Haan, T. Wiesel and PK Kannan)

MSI support for project on social networks in marketing \$ 5.000 (with H. Risselada and T. Bijmolt)

MSI support for project on influence of marketing an international study \$ 10.000 (with P.S.H. Leeftang et al.)

MSI support for project on influence of marketing in firms \$ 15000. (with P.S.H. Leeftang)

Support NWO for Workshop Emerging Topics in Customer Management May 2006, University of Groningen, € 5.900

Zyman Institute for Brand Science, Component sharing and branding, 2005, \$ 5.000 (with K. Pauwels)

EUR-Fellowship, 2001, 4 year funding for post-doctoral research

MSI support for "Cusams: A Decision Support Model for Customer Asset Management" (with Ruth N. Bolton and Kay Lemon), 2000

RESEARCH FUNDING

SNN Grant for Groningen Digital Business Centre (€ 1.500,000) + additional support from Province of Groningen, Municipality of Groningen, Rabobank, Bedrijvenvereniging West and 24 Northern Online Companies (approx. € 450.000)

KPN-TNO ICT Ph.D. Project (€ 200.000)

St. Duurteelt: Project on Sustainable Consumer Behavior (€ 66.000)

Founded Customer Insights Center (approximate yearly funding from business € 300.000)

PROMOTER ACTIVITIES

Promoter:

Laurens Sloot (Erasmus University), (graduated February 2006) (with Ed Peelen and Harry Commandeur)

Remco Prins (Erasmus University) (graduated February 2008) (with Philip Hans Franses)

Jelle Bouma (University of Groningen), (graduated June 2009) (with Ben Emans)

Umut Konus (University of Groningen, (graduated June 2010)

Marnix Bügel (University of Groningen) (graduated June 2010) (with Bram Buunk)

Matilda Dorotic (University of Groningen) (graduated December 2010) (with Tammo Bijmolt)

Hans Risselada (University of Groningen) (graduated June 2012) (with Tammo Bijmolt)

Sietske Lhoest-Snoeck (University of Groningen) (graduated December 2012) (with Erjen van Nierop)

Yi-Chun Ou (University of Groningen, graduated April 2014) (with Thorsten Wiesel)

Sander Beckers (University of Groningen, graduated February 2016) (with Jenny van Doorn)

Evert de Haan, (University of Groningen, graduate February 2016) (with Thorsten Wiesel)

Frank Beke, (University of Groningen, Graduated January 2018) (with Felix Eggers)

Lisan Lesscher (University of Groningen, started September 2016) (with Lara Lobschat)

Huan Liu (University of Groningen, started September 2016) (with Lara Lobschat)

John Horby (University of Groningen/ Stenden, started September 2015) (with Janny Hoekstra)

REVIEWING ACTIVITIES

Senior Editor

International Journal of Research in Marketing, 2015-present

Area Editor

International Journal of Research in Marketing, 2007-2015

Journal of Marketing Research, 2014-present

Marketing Science, 2016-present

Editorial Board Membership

Marketing Science, 2007-2011, 2012-2016

Journal of Marketing, 2004-present

Journal of Marketing Research, 2010-2014

Journal of Service Research, 2005-present

Journal of Retailing, 2006-present

Journal of the Academy of Marketing Science, 2010-present

International Journal of Electronic Commerce, 2006-2007

Journal of Interactive Marketing, 2007-present

Special Issue Editor

International Journal of Research in Marketing, Digital Business Models (with Tammo Bijmolt, Kees-Jan Roodbergen en Marleen Huysmans), 2018

Journal of the Association of Consumer Research, Retailing (with Barbara Kahn and Jeff Inman), 2017
International Journal of Research in Marketing, Path to Purchase, 2016 (with PK Kannan and Werner Reinartz), 2016
Journal of Retailing, Multi-channel Retailing (with PK Kannan and Jeff Inman), 2015
Journal of Service Research, Customer Engagement (with Manfred Krafft and Werner Reinartz), 2010

Occasional Reviewer

Journal of Public Policy & Marketing, 2018
California Management Review, 2012-present
Management Science, 2010-present
Journal of International Marketing, 2011-present
Journal of Business Research, 2018-present
Journal of the Academy of Marketing Science, 2009-2010
Journal of Marketing Research, 2004-2010
Journal of Interactive Marketing, 2004-2007
Marketing Science, 2003 – 2007
IBM Journal of Research and Development, 2006-present
International Journal of Research in Marketing, 2005-2007
Journal of Marketing, 2002 - 2004
Journal of Service Research, 2001, 2004
Journal of Retailing, 2005-2006
Marketing Letters, 2004, 2005, 2007
Journal of Management Studies, 2003, 2005
International Journal of Electronic Commerce, 2002-2006
Journal of Retailing and Consumer Services, 2003-2010
EMAC-Conference Milan, 2005
EMAC-Conference Glasgow, 2003
EMAC-Conference Braga, 2002
EMAC-Conference Berlin, 1999
MSI Doctoral Dissertation Award, 2004-present
EMAC McKinsey Doctoral Dissertation Award, 2009-present

MEMBERSHIPS

European Marketing Academy (EMAC)
Informs Marketing Science
American Marketing Association

TEACHING ACTIVITIES

UNIVERSITY COURSES

University of St. Gallen, Doctoral Course, on Writing and Presentation

University of Groningen (2005-present), Ph.D. /Research Master Course on Marketing Theory

University of Groningen (2009-present), Basics in Marketing Main Lectures, Bedrijfskunde and EBE.

University of Groningen (2008-present), Customer Management

University of Groningen (2005-2008), Field Course Marketing

University of Groningen (2008-present), Marketing Leadership

University of Groningen (2005): Direct Marketing

Erasmus University Rotterdam (2004-2005): Customer Management

Erasmus University Rotterdam (2004): Seminar marketing for master students

Erasmus University Rotterdam (1996 – 2004): Marketing Research Courses for undergraduate students

Erasmus University Rotterdam (1996-1998): Marketing Management for undergraduate students

Erasmus University Rotterdam (2000): Advanced Marketing Management (Customer Equity) for undergraduate students

Erasmus University Rotterdam (2001-2003), PTO Bedrijfskunde Marketing Management, coordinator and teaching Customer Relationship Management

Erasmus University Rotterdam (2000-2005), Applied Econometrics Marketing

Erasmus University Rotterdam (2002-2003), Customer Relationship Management

Erasmus University Rotterdam (2003), Master Marketing, Consumer Marketing

Erasmus University Rotterdam (2003), Master Marketing, Advanced Marketing Research

EXECUTIVE EDUCATION

Customer Experience Management, University of Groningen Business School (2018-present)

Mannheim Business School, Digital Transformation Program, Customer Experience (2017-present)

Crisp (in-company program), University of Bologna, 2018

MBA Marketing Strategy, DTU Copenhagen Business School, (2016-2017)

MBA Marketing Management, BI Norwegian Business School, (2015)

University of St. Gallen, Cross-Channel Management jointly with EFMI and University Groningen Business School, (2013; 2015, 2017)

Klanstrategie (Customer Strategy), AOG, (2011-2016)

EFMI, Master of Food Management (2009-present)

University of St. Gallen, Multichannel Management (2010-present)

Cranfield School of Management, Multichannel Management (2010)

Executive Education for Pon Automotive (2008-2009)

Academie voor Management (2006, 2007, 2008, 2010), Strategic Customer Value Management (coordinator)

Academie voor Management (2009), Strategic Multichannel Management (coordinator)

Academie voor Management (2006, 2007, 2008), Brand Management (Lecturer)

Academie voor Management (2005), Marketing Leadership

Management Studiecentrum (2006), Marketing Challenges

Erasmus Plus (2002): MSD @ School, MSD In-Company Training

Erasmus Plus (2001): Customer Value, KPN In-Company Training

Erasmus University Rotterdam (1999): Database Marketing and Electronic Commerce

Erasmus University Rotterdam (1999): Database Marketing in Fast Moving Consumer Goods Industry

COMMERCIAL TALKS

Lijnco, Groningen, 2018

Heineken, Amsterdam, 2016

BISNODE, Brussels, 2016

MARUG Conference on Big Data, 2016

NVB, Vertrouwens Monitor Banken, September 2015 (with Minister of Finance Jeroen Dijsselbloem)

Credit Expo, Nieuwegein

Top Management Meeting BNP Paribas/Fortis, Brussels, October 2013

Workshops for Customer Insights Center for multiple members

Klantbelevings conferentie, 2012

MARUG Conference, 2012, 2013

NIMA, Marketing Finance, June 2012

Boer & Croon, Klantendag, October 2011

Jaarcongres Stichting Promotie Podiumkunsten, March 2010

Rabobank Oost Nederland, October 2010

NIMA Workshop Marketing Accountability, December 10 2009

MARUG Conference, March 2008, March 2010

Conference on Role of Marketing within Firms, September 27, Amsterdam (contribution of Peter Leeftang, Marcel Smits (KPN), Marnix Bügel (MICompany), Harry Dekker (Unilever), Felix Tenniglo (CB Achmea))

Workshop for CIC provided at Wehkamp, AGIS, OHRA, Experian, Essent, UPC.

CMO-conference, Euroform, 2007

Achmea, Knowledge day for Board of Directors on Customer Value Management, 2006

MOA, Overweging en Keuze van Marktonderzoekbureaus, 2006, 2007

TCD-dagen, 2006

Platform Innovatie in Marketing, 2005

EMERCE, 2005, Multichannel Marketing

VODW/Marketing & Market Response, Multichannel Seminar, 2004-11-25

CRM-genootschap, Relaties in Marketing: Een Kritische Beschouwing en Strategische Implicaties, 2003

Marketing Associatie Amsterdam, Relaties in Marketing: Een Kritische Beschouwing, 2003 (jaarlijks congres)

Quintis, klanttevredenheid bij woningcorporaties, 2002

CMG Consumer Intelligence, 2002

CallCenter Conference, Scheveningen, 2000, Telephone Waiting Times and Consumers' Perceptions

Customer Base Conference, 1999, Customer Lifetime Value

Neprofarma, 1998, Private Labels in the Pharmaceutical Industry

MANAGEMENT EXPERIENCE

Director, Groningen Digital Business Centre (2018-present)

Director, University of Groningen Business School (2017-present)

Chair Project Group Groningen Business School, (2011-2012; 2012-2013)

Director of Msc. Marketing, University of Groningen, (2011-2014)

Department Chair, Department of Marketing, University of Groningen, (2009-2016)

Research Director Customer Insights Center (2010-2012)

Director Customer Insights Center (2006-2010)

Member of Management Team (Vice-Chair), Department of Marketing, University of Groningen (2005- 2009)

Master Coordinator Marketing Erasmus University (2003-2005)

Organizing Committee Marketing Science Conference 2004

Organizer of Seminar on Mathematical Models and Decision Support Systems in Marketing (with Nanda Piersma and Gerrit van Bruggen), November 2000

Coordinator Marketing Course PTO-bedrijfskunde Erasmus University (2001-2003).

CONSULTING EXPERIENCE

Wehkamp (RFS Holding)

NS

Achmea, FBTO

Océ

Laurus

KPN

Global DECT-Forum

INTERVIEWS/ PUBLIC OUTREACH

Multiple Opinion Pieces in Trouw, Dagblad van het Noorden and Nederlands Dagblad

Interviews appeared amongst others in:

- Dagblad van het Noorden
- Reformatorisch Dagblad
- De Telegraaf
- AdfoResult
- Marketing Tribune
- Tijdschrift voor Marketing
- Radio 1 Journaal
- BNR News Radio
- Volkskrant
- Algemeen Dagblad
- Trouw
- Dagblad van het Noorden
- Leeuwarder Courant

- Omroep Fryslan
- Terdege
- Management Team
- Connect (vakblad Customer Relationship Management)
- AdfoDirect (vakblad Direct Marketing)
- Food Personality (vakblad Food Management)
- EO Radio 5
- Dagblad van het Noorden

ADVISORY ACTIVITIES AND GOVERNANCE

- Board of Advisors, MIAcademy (KPN, Nuon, MICompany; “onbezoldigd”) (2006-2014)
- Board of Advisors, Science & Strategy, (2008)
- Advisor Direct Marketing St. NKG (Nationale Collecte Verstandelijk Gehandicapten) Utrecht, (2001 – 2004)
- Chair national governance board of YfC, Driebergen (2015-2017)
- Vice Chair national governance board of YfC, Driebergen (2014-2015)
- Member board (Finance) of Governance, Energy Delta Institute, (Fall 2013-2018)
- Member national governance board of YfC, Driebergen (2011-2014)
- Chair Advisory Board (RVA) Vertrouwensmonitor Banken, NVB (2015-present)