

# CURRICULUM VITAE PROF. DR. J.E. WIERINGA

## *Personal details*

Last name:	Wieringa
First name:	Jaap
Date of birth:	March 30 <sup>th</sup> , 1970
Marital Status:	Married, five children
Birthplace:	Leens, The Netherlands
Citizenship:	Dutch
Address (private)	De Snik 40 NL-9974 NE Zoutkamp The Netherlands
Address (work)	Department of Marketing Faculty of Economics and Business University of Groningen Postbox 800 NL-9700 AV Groningen The Netherlands
Telephone (private)	+31 595 402939
Telephone (work)	+31 50 363 7093
Telefax (work)	+31 50 363 2341
Email	<a href="mailto:J.E.Wieringa@rug.nl">J.E.Wieringa@rug.nl</a>

## *Education*

Jul. 1994 – Feb. 1999	Ph. D in Economics, University of Groningen, The Netherlands
Sept. 1988 – Jun. 1994	Masters in econometrics, University of Groningen

*Academic Employment*

Nov. 2011 – now	Full professor of Research Methods in Business, University of Groningen
Nov. 2013 – Jan. 2021	Visiting professor in Marketing, Exeter University
April 2011 – Oct. 2013	Visiting professor in Marketing, University of Loughborough
Jan 2008 – Nov. 2011	Associate professor in Marketing, University of Groningen
Jan 2001 – Jan. 2008	Assistant professor in Marketing, University of Groningen
Jul. 1998 – Jan. 2001	Senior consultant and researcher at the Institute for Business and Industrial Statistics (IBIS UvA BV), a company within the University of Amsterdam (department of Mathematics). During this period I was involved in implementing statistical quality control programs (mainly Six Sigma and SPC) at several large international companies.
Jul. 1994 – Jul. 1998	Ph.D. student at the department of Econometrics, University of Groningen, Title research project: “Statistical Process Monitoring with Correlated Observations”.
Mar. 1993 – Dec. 1993	Research assistant of dr. G. Sierksma, department of Econometrics, University of Groningen.
Sept. 1992 – Apr. 1993	Teaching assistant at the Faculty of Economics, University of Groningen.

*Publications*

- Wieringa, J. E. (1997), “The Case of Tin-plating of Surface Mounted Glass Diodes”, SOM Research Report 97A18, University of Groningen.
- Wieringa, J. E. (1998), “Control Charts for Monitoring the Mean of AR(1) Data”, SOM Research Report 98A09, University of Groningen.
- Wieringa, J. E. (1998), “Control Charts for Monitoring the Mean of AR(1) Data”, Transaction Proceedings of the 54th Annual Rochester Quality Conference, ASQ.
- Wieringa, J. E. (1999), “Statistical Process Control for Serially Correlated Data”, Ph.D. thesis University of Groningen.
- Wieringa, J. E. (1999), “Control Charts for Autocorrelated Data”, Transactions of the First International Symposium on Industrial Statistics.
- Does, R.J.M.M., E.R. van den Heuvel, J. de Mast & J.E. Wieringa (2000), “Experiences with quantitative quality programs in industry”, Proceedings of the 44th Annual EOQ Congress, Volume S, P. Molnr & F. Boross (eds), HNC for EOQ, Budapest, 98–105.

- Wieringa, J.E. (2000), “Cost-optimal Replenishment of Chemical Baths: an Application of Linear programming”, *Journal of Chemometrics* 14(1), 1—13.
- Horváth, C., P.S.H. Leeflang, J.E. Wieringa, and D.R. Wittink (2002) “Dynamic analysis of a marketing system based on aggregated and pooled store data”, SOM Research Report 02F73.
- Horváth, C. and J.E. Wieringa (2003), “Combining Time Series and Cross-Sectional Data for the Analysis of Dynamic Marketing Systems”, SOM Research Report 03F13.
- Trip, A. & J.E. Wieringa (2003), “Individuals Charts and Additional Tests for Changes in Spread”, SOM Research Report 03F33.
- Wieringa, J.E., P.S.H. Leeflang, D.R. Wittink and E. Ruiz Conde (2004) “Longitudinal and cross-sectional effects of marketing instruments on diffusion of pharmaceuticals”, Proceedings EMAC-Conference 2004, Murcia.
- Wieringa, J.E. and C. Horváth (2005), “Computing level-impulse responses of log-specified VAR Systems”, *International Journal of Forecasting* 21, 279—289.
- Manchanda, P., D.R. Wittink, A. Ching, P. Cleanthous, M. Ding, X. Dong, P.S.H. Leeflang, S. Misra, N. Mizik, S. Narayanan, T. Steenburgh, J.E. Wieringa, M. Wosínska, Y. Xie (2005) “Understanding Firm, Physician and Consumer Choice Behavior in the Pharmaceutical Industry”, *Marketing Letters* 16(3), 293—308.
- Mol, P.G.M., J.E. Wieringa, P.V. Nannan Panday, R.O.B. Gans, J.E. Degener, M. Laseur, F.M. Haaïjer-Ruskamp (2005) “Improving compliance with hospital antibiotic guidelines: a time-series intervention analysis”, *Journal of Antimicrobial Chemotherapy* 55, 550—557.
- Horváth, C., P.S.H. Leeflang, J.E. Wieringa, and D.R. Wittink (2005), “Competitive Reaction and Feedback Effects Based on VARX Models of Pooled Store Data”, *International Journal of Research in Marketing* 22, 415—426.
- Trip, A. and J.E. Wieringa (2006), “Individuals Charts and Additional Tests for Changes in Spread”, *Quality & Reliability Engineering International* 22, 239—249.
- Ruiz Conde, E., P.S.H. Leeflang and J.E. Wieringa, (2006), “Marketing Variables in Macro-Level Diffusion Models”, *Journal für Betriebswirtschaft* 56, 155—183.
- Wieringa, J.E. and P.C. Verhoef (2007), “Understanding Customer Switching Behavior in a Liberalizing Service Market: An Exploratory Study”, *Journal of Service Research*, 10 (2), 174—186.
- Horváth, C. and J.E. Wieringa (2008), “Pooling data for the analysis of dynamic marketing systems”, *Statistica Neerlandica*, 62(2), 208—229.
- Kremer, S. T. M., T. H. A. Bijmolt, P. S. H. Leeflang & J. E. Wieringa (2008), “Generalizations on the Effectiveness of Pharmaceutical Promotional Expenditures”, *International Journal of Research in Marketing*, 25, 234—246.

- Leeflang, P.S.H., T.H.A. Bijmolt, J. van Doorn, D.M. Hanssens, H.J. van Heerde, P.C. Verhoef & J.E. Wieringa (2009), "Creating Lift versus Building the Base: Current Trends in Marketing Dynamics", *International Journal of Research in Marketing*, 26, 13—20. [nominated for the best paper published in IJRM in 2009]
- Talke, K.S.S., S. Salomo, J.E. Wieringa & A. Lutz (2009) "What about Design Newness? Investigating the Relevance of a Neglected Dimension of Product Innovativeness", *Journal of Product Innovation Management*, 26, 601—615. [Winner of: (1) the Thomas P. Hustad Award for the best paper published in *Journal of Product Innovation Management* in 2009, and (2) the Jürgen Hauschildt Best Paper Award 2010 by the German Academic Association for Business Research (VHB) (3) First runner up for the Theo Schölller Preis 2010 (Munich Best Paper Award in Innovation Management)]
- J.E. Wieringa, Gower, J., G. Dijksterhuis & F. Perlo-ten Kleij (2009), "Generalised Procrustes Analysis with optimal scaling: Exploring data from a power supplier", *Computational Statistics & Data Analysis*, 53, 4546—4554.
- Osinga, E.C., P.S.H. Leeflang & J.E. Wieringa (2010), "Early Marketing Matters: A Time-Varying Parameter Approach to Persistence Modeling", *Journal of Marketing Research*, 47 (February), 173—185.
- Leeflang, P.S.H. & J.E. Wieringa (2010), "Modeling the Effects of Pharmaceutical Marketing", *Marketing Letters*, 21(2), 121—133.
- Leeflang, P.S.H. & J.E. Wieringa (2010), "Effects of Pharmaceutical Marketing: A Re-analysis of the study by Windmeijer et al.", *Medium Econometrische Toepassingen*, 17(4), 24—30.
- Osinga, E.C., P.S.H. Leeflang, S. Srinivasan & J.E. Wieringa (2011), "The Effects of Pharmaceutical Direct-to-Consumer Advertising: A Shareholder's Perspective", *Journal of Marketing*, 75(1), 109—124.
- Turkensteen, M., G. Sierksma, & J.E. Wieringa (2011), "Balancing the Fit and Logistics Costs of Segments", *European Journal of Operations Research*, 213(1), 340-348.
- Wieringa, J.E., Verhoef, P.C. & Hoekstra, J.C. (eds.) (2011), "Liber Amicorum in Honor of Peter Leeflang", University of Groningen.
- Wieringa, J.E., Osinga, E.C., Reber, K.R. & Kremer, S.T.M. (2011), "How Pharmaceutical Promotion Works" in: Wieringa, J.E., Verhoef, P.C. & Hoekstra, J.C. (eds.), "Liber Amicorum in Honor of Peter Leeflang", University of Groningen, 225-236.
- Piening, S., Reber, K.C., Wieringa, J.E., Straus, S.M.J.M., de Graeff, P.A., Haijjer-Ruskamp, F.M., Mol, P.G.M. (2012), "Impact of Safety-Related Regulatory Action on Drug Use in Ambulatory Care in The Netherlands", *Clinical pharmacology & Therapeutics*, 91(5), 838-845.

- Wieringa, W.G., Wieringa, J.E., ten Dam-van Loon, N.H., Los, L.I. (2013). "Visual Outcome, Treatment Results and Prognostic Factors in Patients with Scleritis", *Ophthalmology*, 120(2):379-386.
- Wieringa, J.E. and P.S.H. Leeflang (2013), "Modelling the Effects of Promotion Expenditures on Sales of Pharmaceuticals", *Applied Economics*, 45, 3389–3399.
- Reber, K.C., Piening, S., Wieringa, J.E., Straus, S.M.J.M., Raine, J.M., de Graeff, P.A., Haaijer-Ruskamp, F.M., Mol, P.G.M. (2013). "When Direct Healthcare Professional Communications have an impact on inappropriate and unsafe use of medicines. A retrospective analysis of determinants of impact of safety warnings", *Clinical pharmacology & Therapeutics*, 93(4), 360-365.
- Wieringa, J.E., Osinga, E.C., Ruiz Conde, E., Leeflang, P.S.H. & Stern, P. (2014), "Modeling the Effects of Promotional Efforts on Aggregate Pharmaceutical Demand: What We Know and Challenges for the Future". In: Ding, M., Eliashberg, J. & Stremersch, S. (eds), "Innovation and Marketing in Pharmaceutical Industry: Emerging Practices, Research and Policies". New York: Springer.
- Pechlivanoglou, P., Wieringa, J. E., de Jager, T., & Postma, M.J. (2014). "The effect of financial and educational incentives on rational prescribing: A state-space approach". *Health Economics*, 24, 439-453.
- Ruiz Conde, E., Wieringa, J., & Leeflang, P. (2014). "Competitive diffusion of new prescription drugs: The role of pharmaceutical marketing investment". *Technological Forecasting and Social Change*, 88, 49-63
- Wieringa, J., Reber, K., & Leeflang, P. (2015). "Improving pharmacy store performance: the merits of over-the-counter drugs. *European Journal of Marketing*", 49(7/8), 1276-1299.
- Holtrop, N., Wieringa, J. E., Gijsenberg, M. J., & Verhoef, P. C. (2017). "No Future Without the Past? Predicting Churn in the Face of Customer Privacy". *International Journal of Research in Marketing*, 34(1), 154-172.
- Müller, S., Talke, K.S.S. & Wieringa, J.E. (2017). "A Matter of Perspective: Design Newness and its Performance Effects", *International Journal of Research in Marketing*, 34(2), 399-413.
- Rangaswamy, A., Moch, N., Felten, C., Van Bruggen, G., Wieringa, J.E. & Wirtz, J. (2020). "The Role of Marketing in Digital Business Platforms", *Journal of Interactive Marketing*, 51, 72-90.
- Wieringa, J., Kannan, P. K., Ma, X., Reutterer, T., Risselada, H. & Skiera, B., (2021). "Data analytics in a privacy-concerned world", *Journal of Business Research* 122, 915-922.
- Broekhuizen, T., Broekhuis, M., Gijsenberg, M., & Wieringa, J. (2021). Introduction to the special issue – Digital business models: A multi-disciplinary and multi-stakeholder perspective. *Journal of Business Research*, 122, 847-852.

- Maier, E. & Wieringa, J.E. (2021) Acquiring customers through online marketplaces? The effect of marketplace sales on sales in a retailer's own channels, *International Journal of Research in Marketing*, 38(2), 311-328.
- Beke, F., Eggers, F., Verhoef, P.C. & Wieringa, J.E. (2022) “Consumers’ Privacy Calculus: The PRICAL Index Development and Validation”, *International Journal of Research in Marketing*, 39(1), 20-41.
- Eggers, F., Beke, F. T., Verhoef, P. C. & Wieringa, J. E. (2022) “The market for privacy: Understanding how consumers trade off privacy practices”, *Journal of Interactive Marketing*, 58(4), 341-360.
- Peng, C., van Doorn, J., Eggers, F. & Wieringa, J.E. (2022) “The effect of required warmth on consumer acceptance of artificial intelligence in service: The moderating role of AI-human collaboration”, *International Journal of Information Management*. 66 [102533].
- Holtrop, N. & Wieringa, J.E. (2023) “Timing Customer Reactivation Initiatives”, *International Journal of Research in Marketing* 40(3), 570—589.
- Huisman, H. M., de Haan, E., Mulder, M., & Wieringa, J. E. (2024) “The combined effect of regulators’ and retailers’ actions to stimulate consumer participation in retail energy markets”, *Energy Policy*, 184, 113890. <https://doi.org/10.1016/j.enpol.2023.113890>
- J.E. Wieringa (2024). “Data science and privacy concerns in digital transformation” in: “A Research Agenda for Digital Transformation”, Verhoef, P.C. & Dong, J. (eds). Edward Elgar Publishing: Cheltenham Glos.
- de Haan, E., El Kihal, S., Kübler, R., Padigar, M. & J.E. Wieringa (2024) “Unstructured Data Research In Business: Toward A Structured Approach”, *Journal of Business Research* 177, 114655. <https://doi.org/10.1016/j.jbusres.2024.114655>
- Ponte, G.R., Wieringa, J.E., Boot, T. & Verhoef, P.C. (2024). “Where’s Waldo? A framework for quantifying the privacy-utility trade-off in marketing applications”, *International Journal of Research in Marketing* 41(3), 529-546. <https://doi.org/10.1016/j.ijresmar.2024.05.003>

### *Books*

- R.J.M.M. Does, E.R. van den Heuvel, J. de Mast, W. Schippers, A. Trip & J.E. Wieringa (2001), “Zes Sigma zakelijk verbeterd”, Samson/Kluwer, Alphen a/d Rijn. (in Dutch)
- Leeflang, P., Wieringa, J.E., Bijmolt, T. & Pauwels, K. (2015). “Modeling Markets: Analyzing Marketing Phenomena and Improving Marketing Decision Making”. New York: Springer-Verlag.
- Leeflang, P., Bijmolt, T., Pauwels, K., & Wieringa, J. (2017). “Advanced Marketing Modeling”. New York: Springer-Verlag.
- Verhoef, P.C., Kooge, E., Walk, N. & Wieringa, J.E. (2021) “Creating Value with Data Analytics in Marketing: Mastering Data Science”. New York: Routledge.

*Publications in Dutch*

J. E. Wieringa (2000), “Regelkaarten voor gecorreleerde data: een SPC-valkuil”, *Sigma*.

Wieringa, J.E. (2003), “VAR modellen en Marketing”, *Medium Econometrische Toepassingen*, Vol 10 (4), pp. 12—15.

Leeflang, P.S.H., J.E.Wieringa, M. Woltil, H. de Weerd and D.R. Wittink (2004) “Onderzoek naar de effecten van marketinginspanningen op de afleverhoeveelheden van receptgeneesmiddelen”, *SOM Report*, University of Groningen.

Leeflang, P.S.H., J.E.Wieringa, M. Woltil, and D.R. Wittink (2004), “De invloed van promotie en prijs op de afzet van geneesmiddelen.”, *Economisch Statistische Berichten*, jrg 89, nr. 4435, pp. 272—274.

Leeflang, P.S.H., J.E.Wieringa, and D.R. Wittink (2005) “Medicijnen, Marketing en Modellen”, *Jaarboek van de Nederlandse Vereniging van Marktonderzoekers*, pp. 149—163.

Leeflang, P.S.H. and J.E.Wieringa (2005) “Reageren op concurrenten”, *Tijdschrift voor Marketing*, December, pp. 34—35.

Wieringa, J.E. (2005), “Reclame voor nieuwe geneesmiddelen is wél zinvol”, *Medifacts* 2005 (1), pp. 3.

Boonstra, H.J., C.J. Versteeg and J.E. Wieringa, (2007), “Laat omzet niet aan het lot over!”, *Ontwikkelingen in het Marktonderzoek*, Jaarboek 2007, MarktOnderzoekAssociatie, pp. 135—151.

Haanstra, G. & J.E. Wieringa (2010), “De impactvolle marketing analist”, *Ontwikkelingen in het Marktonderzoek*, Jaarboek 2010, MarktOnderzoekAssociatie, pp. 195—207.

P.C. Verhoef & J.E. Wieringa (2011), “Churn - Welke klanten dreigen weg te lopen?”, *Rapport CIC-2011-01*, RuGCIC, Groningen.

Wieringa, J. (2015). Big Data biedt kansen! In A. E. Bronner (Ed.), *Ontwikkelingen in het marktonderzoek: Jaarboek MarktOnderzoekAssociatie*. (9-20). Haarlem: SpaarenHout.

Kruiswijk, D., Keizer, M., Wieringa, J.E. (2018). “Moderniseer ook de executiecommunicatie. Noodzakelijk vanuit wettelijk en maatschappelijk perspectief”. In: van Zanten, M. & van der Putten, S. (eds), “Compendium Beslag- en executierecht”. Den Haag: Sdu.

*Teaching Experience*

I have taught at several institutes, but mostly at the University of Groningen and at the University of Amsterdam.

Next to that, I have taught at the following institutions:

UCLA  
NOBEM (Ph. D. course)  
EIASM (Ph. D. course)  
University of Alicante (Ph. D. course)  
Customer Insights Center (Executive teaching, Multi-company training)  
University of Barcelona (Ph. D. Course)  
Technical University Berlin (Ph. D. course)  
Luiss Carli, Rome  
Ruhr-Universität Bochum (Ph. D. course)  
Politecnico di Milano (International)

I am currently coordinating the research master course on Data Science Methods in Groningen and I have coordinated the course on Advanced Marketing Models and the course on Measurement Models in Marketing as a staff member of EIASM, Brussels, Belgium.

*Courses taught:*

**Marketing:**

Marketing Model Building (master course)

Market Models (master course)

Advanced Marketing Models (research master course)

Advanced Market Research (master course)

Advanced Marketing Response Models (research master course)

Advanced Customer Choice Modelling (research master course)

Introductory Marketing courses (bachelor course)

Logistics and Retail Management (master course)

CIC executive teaching course Marketing Analytics (principal teacher)

CIC executive teaching course Data Science (principal teacher)

Marketing Analytics in Health (executive course)

Data Science and Marketing Analytics (master course)

Data Engineering (master course)

Data Science Methods (research master course)

Business Research Methods (pre-master course)



Market context and market research (bachelor course)

Data-driven and Purpose-driven Change (course in the EMBA Sustainable Business Models)

Master thesis supervision (more than 100 students successfully graduated)

Bachelor thesis supervision (more than 40 students successfully graduated)

### **Industrial Statistics:**

Statistical Quality Control

Six Sigma Course: Green Belt Training

Six Sigma Course: Black Belt Training

Six Sigma Course: Master Black Belt Training

Six Sigma Course: Champions Training

Operations Research 1

### *Business Experience*

ABN Amro

Aegon

AGIS

Albert Heijn

ANWB

ASR Nederland

BLG

Bol.com

Centraal Beheer/Achmea

CJIB

DAF Trucks N.V.

De Amersfoortse

De Friesland Zorgverzekeraar

Douwe Egberts Nederland BV

Enexis

Essent

Food Services Insight

Friesland Bank

Gasunie

General Electric

Greetz

Hollandsche Signaal Apparaten

Independer

Industriebond FNV (a Dutch union)

ING

KLM

Landal Greenparks

Laser Nederland

Loyalty Management NL (Airmiles)

Menzis

Nationale Nederlanden

Nauta Dultilh

Nederlandse Spoorwegen

Nefarma

Nemef B.V.

NIMA

Nuon

Oxxio

Philips Semiconductors

PKN

Ramaer Connection Technology

Randstad

Reaal

Royal Tropical Institute

Schiphol group

SdU

Springer

Syncasso

Tele2	UVIT
Telefoongids	UWV
T-mobile	V&D
Triodos Bank	Wehkamp
Unigarant	Ziggo
Univé	Zilveren Kruis/Achmea
UPC	

*Societal impact accomplishments (recent selection)*

Invited by Samenwerking Noord as keynote speaker on “Werken richting een datagedreven toekomst” event: “Hoe creëer je waarde met datagedreven projecten?”.

Invited by Samenwerking Noord as keynote speaker on “Security and Privacy” event: “De balans tussen de waarde van data en privacy” (March 16<sup>th</sup>, 2023)

Invited by DDMA to contribute to a “Digital Talk” webinar: “The value of PRICAL in privacy research” (February 2nd, 2023)

Opening keynote on MOA Data Analytics congress: “Hoe creëer je waarde met Data Science in Marketing?” (November 15th, 2022)

Invited in a NIMA “Toekomst van Marketing” webinar: “Datagedreven waardecreatie” (November 1st, 2022)

Invited by I-partnerschap to host a session for senior data professionals in governmental institutions (tweede kamer, politie, etc.): “Datagedreven waardecreatie” (October 13th, 2022)

*Ph.D. Thesis supervision (as a promotor, co-promotor or as a committee member)*

C. Horváth (2003) “Dynamic Analysis of Marketing Systems” (University of Groningen), co-promotor, with Prof. dr. P.S.H. Leeflang and Prof. dr. D.R. Wittink.

E. Ruiz Conde (2005), “Diffusion of New Products” (University of Alicante/University of Groningen), co-promotor, with Prof. dr. P.S.H. Leeflang and Prof. dr. D.R. Wittink.

J. Parreño Selva (2005), (University of Alicante), “Modeling Cross-Promotion Effects”, committee member, promotores: Prof. dr. P.S.H. Leeflang & Prof. dr. G.J. Mas Ruiz.

S. Kremer (2010), “Examining the Effectiveness of Promotional Expenditures for Pharmaceutical Products” (University of Groningen) co-promotor, with Prof. dr. P.S.H. Leeflang.

E.C. Osinga (2011), “Pharmaceutical Marketing: Its Effects on Drug Sales and Beyond” (University of Groningen), co-promotor, with Prof. dr. P.S.H. Leeflang (Cum Laude, awarded with the Dutch Marketing Science Price 2012)

S. Lhoëst-Snoeck (2012), “Customer Value Models in the Energy Market” (University of

- Groningen), committee member, promotor: Prof. dr. P.C. Verhoef
- P. Pechlivanoglou (2012), “Applying and Extending Mixed-Effects Models in Health Economics and Outcomes Research” (University of Groningen), promotor, with Prof. dr. M. Postma.
- N. Abbas (2012), “Memory-type control charts in statistical process control” (University of Amsterdam), committee member, promotor: Prof. dr. R.J.M.M. Does, co-promotor: Dr. M. Riaz.
- K. Reber (2013), “Studies on Pharmaceutical Markets” (University of Groningen), promotor, with Prof. dr. P.S.H. Leeflang
- M. Walraven (2013), “Sports Sponsorship Effectiveness” (University of Groningen), committee member, promotores: Prof. dr. T.H.A. Bijmolt and Prof. dr. R. Koning.
- H. Nazir (2014) “Robust Control Charts in Statistical Process Control” (University of Amsterdam), committee member, promotor Prof. dr. R.J.M.M. Does, Dr. M. Riaz and Dr. M. Schoonhoven
- E. de Haan (2016), “Creating, managing and monitoring customer value in the on- and offline world” (University of Groningen), committee member, promotores Prof. dr. P.C. Verhoef and Prof. dr. T. Wiesel
- H. Moore (in progress, University of Frankfurt), committee member, promotor: Prof. dr. T. Otter.
- I. Zwetsloot (2016), “EWMA control charts in statistical process monitoring” (University of Amsterdam), committee member, promotor: Prof. dr. R.J.M.M. Does, co-promotor: Dr. M. Schoonhoven
- N. Holtrop (2017) “Leveraging data rich environments using marketing analytics” (University of Groningen), promotor, with Dr. M. Gijsenberg (**awarded with the Sheth Foundation Doctoral Dissertation award, EMAC 47th Annual Conference in Glasgow**)
- Feng Hu (2017) “Factors influencing the performance of innovation contests” (University of Groningen), committee member, promotor: Prof. dr. T.H.A. Bijmolt co-promotor: Dr. K.R.E. Huizingh.
- F. Beke (2018) “Consumer privacy: understanding the acceptance of consumer information collection” (University of Groningen), promotor, with Prof. dr. P.C. Verhoef and dr. F. Eggers.
- R. Post (2020), promotor, with Prof. dr. H. Wortman and dr. P. Buijs.
- C. Peng (2022), promotor, with Prof. dr. J. van Doorn and Prof. dr. T.H.A. Bijmolt.
- R. Hars (2024, University of Groningen), promotor, with Dr. H. Risselada.
- G. Ponte (2024, University of Groningen), promotor, with dr. T. Boot

N. Rambharos (in progress, University of Groningen), promotor, with dr. J.J. Sijtsema (Tilburg University) and dr. H. Risselada.

H. Huisman (in progress, University of Groningen), promotor, with Prof. dr. M. Mulder and dr. E. de Haan.

X. Tan (in progress, University of Groningen), promotor, with Prof. dr. J. Hartmann and dr. E. de Haan.

### *Reviewing experience*

International Journal of Research in Marketing (area editor, editorial board member and ad hoc)

Journal of Interactive Marketing (editorial board member and ad hoc)

Marketing Science (ad hoc)

Journal of Marketing (ad hoc)

Journal of Product Innovation Management (ad hoc)

Journal of Service Research (ad hoc)

Journal of Retailing (ad hoc)

Journal of Business Research (special issue editor and ad hoc)

Health Economics (ad hoc)

Applied Stochastic Models in Business and Industry (ad hoc)

International Journal of Forecasting (ad hoc)

Review of Managerial Science (ad hoc)

Jaarboek MarktOnderzoekAssociatie, Ontwikkelingen in het Marktonderzoek (editorial board member)

Statistica Neerlandica (ad hoc)

Journal of Statistical Theory and Practice (ad hoc)

European Journal of Operations Research (ad hoc)

European Journal of Marketing (ad hoc)

Review of Managerial Science (ad hoc)

Industrial Marketing Management (ad hoc)

OR Spectrum (ad hoc)

### *External funding*

Research project funded by Nefarma. Amount: € 50.000

Research project funded by AGIS (a Customer Insights Center project). Amount: € 14.600

Research project funded by MSI. Amount \$ 6000.

Research project funded by Achmea/Sociale Zorg (a Customer Insights Center project). Amount: € 5000

Research project funded by MSI. Amount \$ 7500.

Customer Insights Center (2013 – 2023), revenue per annum: ≈ € 350.000

Program director of various larger executive teaching activities: > € 2.500.000

- Impactvolle Analist (2007-2019), revenue per annum: ≈ € 78.000
- Achmea's Analytical Foundations program, wave 1 – 8, revenue per wave: € 175.000
- Achmea's Data Science program, wave 1 – 3, revenue per wave: € 33.000
- Achmea's Data Engineering Program, wave 1 – 2, revenue per wave: € 75.000
- Nuon Analytics Development Program, wave 1 – 2, revenue per wave: € 85.000

### *Awards and distinctions*

Awarded with Teaching Innovation Grant (April 2022)

Listed in top 5 of most valued courses (score 4.5 out of 5, March 2022)

Awarded with Teaching Innovation Grant (April 2021)

Listed as most valued lecturer (score 4.9 out of 5, March 2020)

Winner of the Best Teacher award of Faculty of Economics and Business, September 2019

Listed as most valued lecturer (score 4.9 out of 5, March 2019)

Finalist for the best teacher award of the Faculty of Economics and Business, September 2017

Listed as most valued lecturer (score 5.0 out of 5, March 2017)

Listed as most valued lecturer (score 5.0 out of 5, March 2016)

Listed as most valued lecturer (score 4.9 out of 5, March 2014)

Nominated for the best teacher award of the Faculty of Economics and Business, September 2013

Listed as number one in the top 5 of most valued teachers of the Faculty of Economics and Business, March 2013.

Listed as number one and number two in the top 5 of most valued teachers of the Faculty of Economics and Business, March 2012.

Listed two times in the top 5 of most valued teachers of the Faculty of Economics and Business, March 2011.

Winner of the Web-prize for Best Teacher of the University of Groningen, February 2011.

Listed as #100 in the Dutch List of Economists  
[www.eur.nl/ese/nieuws/rankings/economen\\_top\\_40/2010/total\\_dutch\\_economists\\_top\\_2010](http://www.eur.nl/ese/nieuws/rankings/economen_top_40/2010/total_dutch_economists_top_2010)

First runner up for the Theo Schöller Preis 2010 (Munich Best Paper Award in Innovation Management), November 2010.

Winner of the Jürgen Hauschildt Best Paper Award 2010 by the German Academic Association for Business Research (VHB), November 2010.

Winner of the Thomas P. Hustad Award for the best paper published in Journal of Product Innovation Management in 2009, October 2010.

Winner of the Best Teacher award of Faculty of Economics and Business, September 2010.

Selected as one of the “Best speakers on NIMA activities in 2010”, August 2010.

Finalist for the best paper award of papers published in IJRM in 2009, June 2010.

Listed as number one and number two in the top 5 of best teachers of the Faculty of Economics and Business, March 2010.

Finalist for the Best Teacher award of the University of Groningen, February 2010.

Winner of the Best Teacher award of Faculty of Economics and Business, September 2009.

Listed two times in the top 5 of best teachers of the Faculty of Economics and Business, March 2009.

Finalist for Best Teacher award of Faculty of Economics and Business, August 2008.

Listed two times in the top 5 of best teachers of the Faculty of Economics and Business, March 2008.

Christer Karlsson Best Paper Award of the 15th International Product Development Management Conference, July 2008

Finalist for Christiaan Huygens best thesis Prize, awarded by the Royal Netherlands Academy of Arts and Sciences, September 2003.

*Other activities*

Member faculty committee “Contract research”

Member of the research school SOM committee “Best PhD authored paper”

Member personnel committee during the merger of the faculties of Economics and Business Administration

Secretary of the jury of “Leeflang scriptieprijs” (2002-2007)

Chair of an international symposium on Pharmaceutical Marketing (Groningen, June 30<sup>th</sup>, 2005)

Organizer of a workshop on Dynamic Linear Modelling (Groningen, August 22<sup>nd</sup>, 2007; part of the Marketing Dynamics Conference)

Treasurer of the Marketing Support Group (March 2005-to date)

Secretary of the department of Marketing (2009-2011)

Member of the management team of the department of Marketing (2009-to date)

Member of the supervisory board of CIC (Customer Insights Center) (2009-2013)

Member of the Appointment Advisory Committee TT position Marketing 2009-2021

Co-chair (with Philip Stern) of a special session on Marketing and Health on the EMAC Conference 2010 in Copenhagen, Denmark.

Co-chair (with Philip Stern) of a special session on Marketing and Health on the Marketing Science Conference 2010 in Cologne, Germany.

Co-chair (with Philip Stern) of a special session on Marketing and Health on the EMAC Conference 2011 in Ljubljana, Slovenia.

Co-chair (with Philip Stern) of a special session on Marketing and Health on the Marketing Science Conference 2011 in Houston, Texas.

Member of the Jury for the MOA (Dutch Marketing Researchers Association) best paper award.

Co-chair (with Philip Stern) of a special session on Marketing and Health on the Marketing Science Conference 2012 in Boston, USA.

Editorial board member of the Liber Amicorum for Peter Leeflang (2011)

Research Director of RuGCIC (Customer Insights Center, 2013 – 2023, 2024 – to date )

Board member of teaching section of MOA (Dutch Marketing Researchers Association)

Faculty member of Doctoral Colloquium at EMAC Conference (2012, 2013, 2014, 2015 & 2016)

Member faculty committee “Corporate Relations”

Member faculty committee “Course evaluations”

Member of the dispute committee of MOA (Dutch Marketing Researchers Association)

Advisory board member Conversify ([www.conversify.com](http://www.conversify.com))

Advisory board member WadDuurzaam ([www.wadduurzaam.nl](http://www.wadduurzaam.nl))

Local liaison of the EMAC Doctoral Colloquium (May 20-22, 2017)

Co-chair of the EMAC Conference (May 23-26, 2017)

EMAC National Representative of the Netherlands (May 2017 –May 2024)

Co-chair (with Thomas Reutterer) of a special session on Marketing Analytics and Privacy at the EMAC conference 2021 (Madrid, online).

Jury member of MOA Insights Scientist Award (November 2021 – to date)

Co-chair (with Peter Verhoef) of a special session on Teaching Marketing Analytics at the EMAC conference (2022, Budapest).

Board member of Data Insights Network (successor of MOA) (March 2023 – to date)

External Panel reviewer for ERC SH Synergy Call 2022

Invited for European Committee panel member for Advanced Grant 2023

External Panel reviewer for ERC SH Synergy Call 2023

Vice President Conferences and member of the steering committee of European Marketing Academy (EMAC) (May 2024 – to date)