

Wilhelm (Michel) van der Borgh

Last updated: 02 December 2019

Office

Michel van der Borgh, PhD
Institut for Afsætningsøkonomi, AØ
Department of Marketing (C3.06)
Solbjerg Plads 3
2000 Frederiksberg
Denmark
Tel.: +45 3815 2100
Email: mvdb.marktg@cbs.dk

EMPLOYMENT

Copenhagen Business School	
Associate Professor of Marketing	2018 – now
Academic Program Coordinator of MSc. Customer and Commercial Development (CCD)	2018 – now
Eindhoven University of Technology	
Assistant Professor of Marketing (tenured; Associate prof. track)	2016 – 2018
Assistant Professor of Marketing (tenure track)	2012 – 2016
Researcher / Teaching Assistant Innovation, Technology Entrepreneurship & Marketing School of Industrial Engineering, Eindhoven, NL	2007 – 2011
Research Assistant Eindhoven Centre for Innovation Studies (ECIS) School of Industrial Engineering, Eindhoven, NL	2006 – 2007
Tilburg University	
Assistant Professor of Marketing Department of Marketing School of Economics and Management, Tilburg, NL	2011 – 2012

EDUCATION

Eindhoven University of Technology Eindhoven, NL	Ph.D. in Marketing. 2012 M.Sc. in Industrial Engineering (Cum Laude). 2007
Hanze University Groningen Groningen, NL	B.Sc. in Mechanical Engineering. 2004

RESEARCH INTERESTS

Marketing strategy implementation, with an emphasis on Sales management, Marketing, and Innovation. Current research is focused on (1) servitization and solution selling, (2) sales process mining, (3) sales management and ambidexterity from social psychological and process perspectives, (4) customization processes, customer need intelligence gathering approaches to create customer value through innovation.

PUBLICATIONS IN REFEREED JOURNALS

1. **Van der Borgh, M.**, De Jong, A., & Nijssen, E.J. (2019) “Balancing Frontliners’ Customer- and Coworker-Directed Behaviors When Serving Business Customers”, **Journal of Service Research**, 22(3), 323–344.
Impact Factor: 6.842; AJG 4
 2. **Van der Borgh, M.**, De Jong, A., & Nijssen, E.J. (2019) “Why Helping Peers Does Not Always Make You Poor: The Contingent Role of Common and Unique Position Within the Sales Unit” **Industrial Marketing Management**, special issue on ‘Understanding Theory and Practice of Sales Teams’, 27, 23-40.
Impact Factor: 3.678; AJG 3
 3. Vos, M.A., Raassens, N., **Van der Borgh, M.**, and Nijssen, (2018) E.J. “Balancing modularity and solution space constraints: effects on organizational learning and sustainable innovation” **International Journal of Production Research**, 56(20), 6658–6677.
Impact Factor: 2.623; AJG 3
 4. **Van der Borgh, M.** and Schepers, J.L.L. (2018) “Are Conservative Approaches to New Product Selling A Blessing in Disguise?” **Journal of Academy of Marketing Science**. 46(5), 857-878.
Impact Factor: 8.488; AJG 4; Financial Times top 50 journal.*
 5. **Van der Borgh, M.**, De Jong, A. & Nijssen, E.J. (2017) “Alternative Mechanisms Guiding Salespersons’ Ambidextrous Product Selling” **British Journal of Management**, 28(2), 331-353.
Impact Factor: 3.059; AJG 4
 6. Nijssen, E.J., Guenzi, P., and **Van der Borgh, M.**, (2017) “Beyond the Retention—Acquisition Trade-Off: Capabilities of Ambidextrous Sales Departments.” **Industrial Marketing Management**, 64, 1-13.
Impact Factor: 3.678; AJG 3
- * **Lead article**
7. Nijssen, E.J., and **Van der Borgh, M.**, (2017) “Understanding the Drivers of Internal Cooperation in Business Incubators.” **R&D Management**. 47(3), 443–457.
Impact Factor: 1.857; AJG 3
 8. **Van der Borgh, M.** & Schepers, J.J.L. (2014) “Do Retailers Really Profit from Ambidextrous Managers? Impact of Frontline Mechanisms on New and Existing Product

Selling Performance” **Journal of Product Innovation Management**, 31(4), 710-727.
Impact Factor: 4.305; AJG 4

* Featured in **Strategy+Business**, s+b Blogs (<http://www.strategy-business.com/blog/In-with-the-New-and-the-Old-Too?gko=0c7af>), October 30, 2014.

9. **Van der Borgh, M.**, Cloudt, M.M.A.H., & Romme, A.G.L. (2012). Value creation by knowledge-based ecosystems: evidence from a field study. **R&D Management**, 42(2), 150-169.
Impact Factor: 1.857; AJG 3

MANUSCRIPTS UNDER REVIEW

10. Schepers, J.J.L. & **Van der Borgh, M.** “Antecedents and consequences of frontline employees’ in-role and customer-directed extra-role behavior: A cross-cultural meta-analysis”
Invited for Revise & Resubmit for **Journal of Service Research**, *Impact Factor: 6.842; AJG 4*
11. **Van der Borgh, M.**, Xu, J. & Sikkenk, M. “Assigning leads effectively: Information processing factors as antecedents of actual lead follow-up.”
Under 1st round review at **Industrial Marketing Management**, *Impact Factor: 3.678; AJG 3*

PUBLICATIONS: OTHER

12. Nijssen, E.J., Vos, M., **Van der Borgh, M.**, Walrave, B., Reinders, M, Haasterde Winter, M., Banovic, M., Brunso, K., Krystallis A., Larentzakis K., Ojeda J. (2018) ‘Deliverable 30.6: Report on results of test markets per species’ EU, (Scientific Report. FP7-KBBE-2013-07, DIVERSIFY 603121) - 73 p.
13. Nijssen, E.J., Vos, M., **Van der Borgh, M.**, Walrave, B., Reinders, M, Haasterde Winter, M., (2018) ‘Deliverable 30.6: Project plan for market test and development of marketing strategy’ EU, (Scientific Report. FP7-KBBE-2013-07, DIVERSIFY 603121) - 19 p.
14. Vos, M.A., Nijssen, E.J. **Van der Borgh, M.**, Tacken, G., Stokkers, R., Ojeda, J., R. Robles (2018) ‘Deliverable 30.4: Revenue (pricing & costs structures) model per species’ EU, (Scientific Report. FP7-KBBE-2013-07, DIVERSIFY 603121) - 17 p.
15. Nijssen, E.J., **Van der Borgh, M.**, Vos, M.A., Ojeda, J., R. Robles (2018) ‘Deliverable 30.3: Guidelines to cultivate buyer-supplier relationships per species’ EU, (Scientific Report. FP7-KBBE-2013-07, DIVERSIFY 603121) - 15 p.
16. Nijssen, E.J., **Van der Borgh, M.**, Borgh, W. van der, Vos, M., Tacken, G., M. Reinders, Ojeda, J., R. Robles, L. Guerra, (2017) ‘Deliverable 30.1: Report on value propositions for the producers and Partners; 30.2: Report on indications of resources for creating customer value for the specific products’ EU, (Scientific Report. FP7-KBBE-2013-07, DIVERSIFY 603121) - 30 p.

17. **Van der Borgh, M.**, Vos, M.A., Nijssen, E.J. (2015) ‘Deliverable 27.5: Results of international survey on industrial buyers’ attitudes and perceptions regarding cultured fish’ (2015 EU, (Scientific Report. FP7-KBBE-2013-07, DIVERSIFY 603121) - 11 p.
18. **Van der Borgh, M.**, Nijssen, E.J., Reinders, M.J.; Tacken, G.M.L., Beukers, R. (2015) ‘Deliverable 27.7: Analysis of the business models and supply chains of the participating SME’s’ (2015 EU, (Scientific Report. FP7-KBBE-2013-07, DIVERSIFY 603121) - 29 p.
19. **Van der Borgh, M.**, (2013) “Verkopers bepalen succes R&D-investering,” Sales Management, April, p.26-27.
20. **Van der Borgh, M.**, (2012). Selling new products. Eindhoven: Technische Universiteit Eindhoven. ((Co-)promot.: Ed Nijssen & Ad de Jong).
21. **Van der Borgh, M.**, Cloudt, M.M.A.H., & Romme, A.G.L. (2008) “Investeer in Philips' campus. Uniek innovatie-ecosysteem in Eindhoven verdient nieuwe en gedreven eigenaren” in: Het Financiële Dagblad, Januari 16, 2008, p. 9.
22. **Van der Borgh, M.** (2008) “Marketing Community.” in; MarktVisie, May 2008, p. 26-27.
23. **Van der Borgh, M.** (2007) “Governance and business models at the HTCE: Disrupting science parks.” TUE: Department Technology Management, series master thesis innovation management

ACADEMIC CONFERENCE PROCEEDINGS

24. **Van der Borgh, M.**, De Jong, A., & Nijssen, E.J. (2019) “How (Im)Balance of Customer—Coworker Directed Behaviors Affect FLE Performance when Delivering B2B Product-Service Combinations” In Son K. Lam, Markus Giesler, and Xueming Luo, (Eds.), AMA Winter Educators’ Conference Proceedings, “Understanding Complexity, Transforming the Marketplace”, 22-24 February 2018, Austin, TX. (AMA Educators Proceedings, No. 29). American Marketing Association.
25. Xu, J., **Van der Borgh, M.**, & Nijssen, E. (2018) “What to Expect when Selling Product-Service Solutions? The Mediating Role of Certainty Estimates”, Special Session on Emerging Phenomena in B2B Sales Management, 2018 ISBM Academic Conference, Sloan School of Management at MIT, Cambridge, Massachusetts, August 8 & 9th.
26. Xu, J., **Van der Borgh, M.**, & Nijssen, E. (2018) "What to expect? Certainty in salespersons’ judgement of expected customer demand for new products," In Rajesh Chandy, J. Jeffrey Inman & Christine Moorman Jacob Goldenberg, Juliano Laran & Andrew Stephen (Eds.), AMA Winter Educators’ Conference Proceedings, “Integrating Paradigms in a World Where Marketing is Everywhere”, 23-25 February 2018, New Orleans, LA. (AMA Educators Proceedings, No. 28). American Marketing Association.
27. **Van der Borgh, M.** & Nijssen, E.J. (2017) “R&D’s approaches in Gathering Customer Needs Intelligence,” Thought Leadership on the Sales Profession Conference, HEC Paris.

28. **Van der Borgh, M.**, De Jong, A., & Nijssen, E.J. (2017) "In or Out? How Frontline Employees Balance Inbound Community-directed and Outbound Customer-directed Behaviors," Thought Leadership on the Sales Profession Conference, HEC Paris.
29. Nijssen, E.J., Guenzi, P., and **Van der Borgh, M.**, (2017) "How Sales Organization Capabilities Affect the Simultaneous Pursuit of Customer Acquisition and Retention", Thought Leadership on the Sales Profession Conference, HEC Paris.
30. **Van der Borgh, M.** (Chair) & De Jong, A. (co-chair), Special session: "Integrating Customer-Facing Function in Innovation: Advances in B2C and B2B Settings." EMAC 2017 Conference, May 23-26, Groningen, Netherlands.
31. **Van der Borgh, M.** & Nijssen, E.J. (2017) "R&D's approaches in Gathering Customer Needs Intelligence," EMAC 2017 Conference, May 23-26, Groningen, Netherlands.
32. **Van der Borgh, M.**, De Jong, A. & Nijssen, E. (2017) " Why Helping Peers Does Not Always Make You Poor: The Contingent Role of Common and Unique Position Within the Sales Unit," In Rajesh Chandy, J. Jeffrey Inman & Christine Moorman (Eds.), AMA Winter Educators' Conference Proceedings, "Better Marketing for a Better World", 17-19 February 2017, Orlando, Florida (pp. 23). (AMA Educators Proceedings, No. 27). American Marketing Association.
33. Vos, M.A., Raassens, N., **Van der Borgh, M.**, and Nijssen, E.J. (2017) "Balancing modularity and solution space constraints: effects on organizational learning and sustainable innovation", Service Operations Management Forum (SOMF), January 19-20, Copenhagen, Denmark.
34. Cloudt, M., F. Hutama Reksa Putra, Romme, S., & **Van der Borgh, M.** (2016) "Value Creation within a Campus-Based Ecosystem: Toward Evidence-Based Guidelines", Groningen Collaboration for Innovation Conference (GCIC), September 21-22, Groningen, The Netherlands.
35. **Van der Borgh, M.**, De Jong, & A., Nijssen, E. (2016) "How to Leverage Salesperson's Position When Helping Colleagues in the Communities of Practice" EMAC 2016 Conference, May 24-27, Oslo, Norway.
36. Vos, M.A., **Van der Borgh, M.**, Raassens, N. & A., Nijssen, E. (2016) "How Technology Intensive B2B Firms Customize Through Modularity" EMAC 2016 Conference, May 24-27, Oslo, Norway.
37. **Van der Borgh, M.**, De Jong, A. & Nijssen, E. (2016) " Does a Firm's Pursuit of an Ambidextrous Product Selling Strategy Have Value for Individual Salespeople's Target Obtainment?," In Vanitha Swaminathan & Tom Brown (Eds.), AMA Winter Educators' Conference Proceedings, "Marketing in a Global, Digital and Connected World", 13-15 February 2016, San Antonio, Texas (pp. J3-J4). (AMA Educators Proceedings, No. 26). American Marketing Association.
38. **Van der Borgh, M.**, De Jong, A. & Nijssen, E. (2015) "Helping Colleagues With the Sale of Innovations: Does it Harm or Benefit Salesperson's Own Performance?," Proceedings

paper: Proceedings of the 2015 AMA Winter Marketing Educators' AMA Winter Educators' Conference - Proceedings. San Antonio, TX: American Marketing Association.

39. Cloudt, M., F. Hutama Reksa Putra, Romme, S., & **Van der Borgh, M.** (2015) Value Creation within Campus-Based Ecosystems: Toward Evidence-Based Guidelines. 1-38. 2nd Annual World Open Innovation Conference, Santa Clara, Silicon Valley, CA, United States.
40. **Van der Borgh, M.**, De Jong, A., Nijssen, E., & Ahearne, M. (2014) "Implementing an Ambidextrous Sales Strategy at the Front line: An Internal marketing Perspective" In E. Bigné (Ed.), Proceedings of the Paradigm Shifts & Interactions, 43rd annual Conference, 3-6 June 2014, Valencia, Spain (pp. 201). Valencia (Spain): EMAC (European Marketing Academy), Universitat de València.
41. **Van der Borgh, M.** , De Jong, A., & Nijssen, E.J. (2014). Helping colleagues in the sales unit with the sale of products. In Presentation at the Thought on the Sales Profession Conference, 10-11 June 2014, Columbia, New York.
42. Nijssen, E.J., Guenzi, P., **Van der Borgh, M.**, (2013) "The Capabilities and Performance of Ambidextrous Sales Organizations" In A. Banu Elmadag Bas & E. Karaosmanoglu (Eds.), Proceedings of the 42nd annual EMAC conference: "Lost in translation, marketing in an interconnected world," June 4-7, 2013, Istanbul, Turkey (pp. 396-396). Istanbul, Turkey: European Marketing Academy.
43. **Van der Borgh, M.**, De Jong, A. & Nijssen, E.J. (2013). "Helping teammates during product selling: when does it pay off?" In A. Rindfleisch & J. Burroughs (Eds.), Proceedings paper: Proceedings of the 2013 AMA Winter Marketing Educators' Conference: Challenging the Bounds of Marketing Thought, (AMA Winter Educators' Conference - Proceedings, 24, pp. 143-144). Chicago: American Marketing Association.
44. **Van der Borgh, M.** & Schepers, J.J.L. (2013). "Do retailers profit from ambidextrous managers?: influence of frontline mechanisms during new and existing product selling." In A. Rindfleisch & J. Burroughs (Eds.), Proceedings paper: Proceedings of the 2013 AMA Winter Marketing Educators' Conference: Challenging the Bounds of Marketing Thought, (AMA Winter Educators' Conference - Proceedings, 24, pp. 135-136). Chicago: American Marketing Association.
45. **van der Borgh, Michel**, Ad de Jong, Ed Nijssen (2012). How to motivate salespersons to help team colleagues with the sale of new products?, In G. Johar (Ed.), Thought Leadership Conference on the Sales Profession, 5-6 June 2012, Boston, USA. Boston, USA: Harvard Business School.
46. **Van der Borgh, M.**, De Jong, A. & Nijssen, E. (2012) "Helping Teammates during New Product Selling: When Does It Pay Off?" Presentation at the 41th EMAC conference marketing to citizens going beyond customers and consumers, 22-25 may 2012, Lisbon, Portugal Lisbon, Portugal: Technische Universiteit Eindhoven.
47. **Van der Borgh, M.**, De Jong, A. & Nijssen, E. (2011) "Does Sales Manager Attention Focus Matter for Selling New and Existing Products? The Moderating Role of Organizational Identification." In T. Dmitrovic, M.M Brecic, A. Senicar & M. Lapanja

(Eds.), Proceedings of the 40th EMAC Conference (EMAC 2011), May 24-27, 2011, Ljubljana, Slovenia (pp. 139). Ljubljana: Technische Universiteit Eindhoven.

48. **Van der Borgh, M.**, De Jong, A., Nijssen, E., & Wieseke, J. (2011) “How Sales Managers Can Direct Employees to Sell New and Existing Products Simultaneously: The Role of Attention and Paradoxical Cognition.” 2011 AMA Winter Marketing Educators' Conference, Austin.
49. **Van der Borgh, W.**, Cloudt, M.M.A.H., & Romme, A.G.L. (2010). “Value creation by knowledge-based ecosystems: evidence from a field study.” Proceedings of 17th International Product Development Management Conference, Murcia, Spain, June 13-15.
50. **Van der Borgh, W.**, Cloudt, M.M.A.H., & Romme, A.G.L. (2009). “Value creation by knowledge-based ecosystems: evidence from a case study.” Proceedings of The XX ISPIM Conference 2009. Vienna, Austria - 21-24 June 2009.
51. Jaspers, F.P.H., Ende, J.C.M. van den, & **Van der Borgh, M.** (2008). “Multiple levels in the organisation of innovation: project organization in single-firm projects and multi-firm projects.” In Jie Yin (Ed.) Proceedings of the 5th International Conference on Innovation and Management. (pp. 511-525). Maastricht: UNUMERIT.

AWARDS, GRANTS, AND HONORS

- **Total value of grants and commissioned research awarded: €414.679**
- **Nominated** for Best Bachelor Teacher (Post-propadeuse), School of Industrial Engineering ('16/'17), 2017.
- Being named a “**Top University Sales Program**” by the Sales Education Foundation for 2017
- Selected for 3 presentations at the **Thought Leadership** on the Sales Profession Conference, HEC, Paris, 2017.
- **Nominee for TU/e Academic Awards 2016**, Best MSc. Project Innovation Management. Mc.S. Thesis by Vreni Borsboom, supervised in 2015.
- Being named a “**Top University Sales Program**” by the Sales Education Foundation for 2016
- **Best 1st year Bachelor Teacher** School of Industrial Engineering ('13/'14), 2014.
- Selected for the **Thought Leadership** on the Sales Profession Conference, Columbia Business School, 2014.
- **Nominated** for Best 1st year Bachelor Teacher School of Industrial Engineering ('12/'13), 2013.
- **Nominated** for EMAC 2012 conference – Best Paper Award based on a Doctoral Dissertation, 2012.
- Selected for the **Thought Leadership** on the Sales Profession Conference, Harvard Business School, 2012.
- **Nominated** for Best 1st year Bachelor Course (1ZZ12) School of Industrial Engineering ('08/'09), 2009.
- **EIASM Scholarship** for EDEN Doctoral seminar on Managerial Issues in Marketing, 2007.
- **First in Class**, 2007, Master in Innovation Management, 2007.
- Q-Masters Finalist at Nyenrode Business Universiteit organized by Nobiles (Top 75 students in Netherlands out of 22,000), 2007.

- **Winner of ‘local qualifications T.I.M.E.S.’** organized by Accenture/ESTIEM (2006) (awarded 3rd place in Semi-final Istanbul), 2006.

CONFERENCE AND INVITED PRESENTATIONS

- AMA Winter conference (2019, Austin, TX, USA; 2017, Orlando; 2016, Las Vegas, NV, USA; 2015, San Antonio, TX, USA; 2014, Orlando, FL, USA)
- EMAC conference (2017, Groningen; 2016, Oslo, Norway; 2015, Leuven, Belgium; 2014, Valencia, Spain; 2012, Lisbon, Portugal; 2011, Ljubljana, Slovenia).
- ISBM conference (Boston, MA, USA, 2018)
- In-company masterclass at Lely, Maassluis, The Netherlands, “Servitization: From Products to Services,” (February, 2th, 2018)
- In-company masterclass at Vanderlande industries / Heijmans, Veghel, The Netherlands, “Standardization & Customization: The eternal trade-off,” (December 13th, 2017)
- In-company masterclass at Lely, Maassluis, The Netherlands, “Servitization: From Products to Services,” (November, 22th, 2017)
- Thought Leadership on the Sales Profession Conference, HEC, Paris (2017)
- Tilburg University, Tilburg School of Economics and Management (TiSEM) (2012)
- Erasmus University of Rotterdam, The Netherlands (2012)
- Eindhoven University of Technology (2008, 2010, 2012, 2015)
- Radboud University Nijmegen, The Netherlands (2012)
- INFORMS Marketing Science Conference (2010, Cologne, Germany).
- Industrial Marketing & Sales Conference (Invited, 2010, High Tech Campus Eindhoven, The Netherlands).
- Academy of Management (AoM) meeting (2008, Anaheim, CA, USA).

TEACHING

A. COURSES

- Marketing Workshop FTMBA (Copenhagen Business School) – FTMBA – responsible lecturer
- Social Media from A Branding Perspective (Copenhagen Business School) – Graduate – responsible lecturer
- Business Intelligence and Customer Insight (Copenhagen Business School) – Graduate – co-lecturer
- Business Models for Digital Platform Ecosystems (Copenhagen Business School) – Graduate – responsible lecturer
- Creating Innovation and Customer Value (Copenhagen Business School) – Graduate – co-lecturer
- Marketing Audit (Copenhagen Business School) – Undergraduate – co-lecturer
- Marketing Management (TIAS) – part-time MBA – responsible lecturer
- Business Research Methods (TIAS) – FMBA – responsible lecturer
- Business Research Methods (TIAS) – EMBA – responsible lecturer
- Business-to-Business Marketing (TIAS) – FMBA – co-lecturer
- Introduction to Industrial engineering (Eindhoven University of Technology) – Undergraduate – co-lecturer
- Methodology for Industrial Engineering Research (Eindhoven University of Technology) – Undergraduate – responsible lecturer
- New Product Selling (Eindhoven University of Technology) – Graduate – responsible lecturer

- New Product Selling (Eindhoven University of Technology) – Graduate – co-lecturer
- Organization, Strategy, and Innovation (Eindhoven University of Technology) – Undergraduate – responsible lecturer
- Organization, Strategy, and Innovation (Eindhoven University of Technology) – Undergraduate – co-lecturer
- Organization, Strategy, and Change (Eindhoven University of Technology) – Undergraduate – responsible lecturer
- OGO Methodology for industrial engineering research and design (Eindhoven University of Technology) – Undergraduate – co-lecturer
- Survey Methodology (Tilburg University) – Graduate – co-lecturer
- Introduction Marketing (Tilburg University) – Undergraduate – co-lecturer
- Academic Skills (Tilburg University) – Undergraduate – co-lecturer
- Wetenschap voor de Praktijk (Tilburg University) – Undergraduate - co-lecturer
- Organization Science (Eindhoven University of Technology) – Undergraduate - co-lecturer
- Organization Science for Technical Students (Eindhoven University of Technology) – Undergraduate - co-lecturer
- Data Collection and Analyses (Eindhoven University of Technology) – Undergraduate - co-lecturer

B. PH.D. STUDENTS [4 students]

- Juan Xu - “Selling Servitization,” Eindhoven University of Technology – Supervisor(s): Prod. Nijssen. **Role: promoter/ daily supervisor** [Expected end date January 2021]
 - *Recipient of China Scholarship Council (CSC) scholarship (2018)*
- Ties van Bommel - “High-Technology Marketing and Product Platforms in Pre-Development Stages,” Eindhoven University of Technology – Supervisor(s): Prof. Nijssen. **Role: co-promoter/ daily supervisor** [Expected end date: February 2020]
- Maren Vos “The Role of Product Modularity in Customization,” Eindhoven University of Technology – Supervisor(s): Prod. Nijssen. **Role: co-promoter / daily supervisor** [Defended: 5 July 2018]
 - *Recipient of Best Research Proposal School of Industrial Engineering (2015)*
- Steven A. de Groot “Developing beautiful organizations: Combining aesthetic value with functional value,” Eindhoven University of Technology – Supervisor(s): Prof. Weggeman. **Role: co-promoter/ daily supervisor** [Defended: July 2014]

C. MBA STUDENTS [14 students]

TIAS Business School (EMBA; 5 students)

TIAS Business School (FMBA; 9 students)

D. M.Sc. STUDENTS [45 students]

Copenhagen Business School (10 students):

Eindhoven University of Technology (Innovation Management; 18 students):

Tilburg University (Marketing; 15 students):

TIAS Business School (Part-time MSc.; 2 students)

E. B.Sc. STUDENTS [32 students]

Eindhoven University of Technology (Industrial Engineering; 8)

Tilburg University (Marketing)

ACADEMIC CITIZENSHIP

A. EDITORSHIPS

- Associate Editor – European Journal of Marketing (since 2019)
- Editorial Review Board – Industrial Marketing Management (since 2018)
- 2019: Associate Editor “Services Marketing” Track, Winter AMA, February 2019, Austin, co-chaired with Jenny van Doorn
- 2018: Associate Editor “Sales, Leadership, and Human Resources” Track, Winter AMA, February 2018, New Orleans, co-chaired with Son Lam
- 2017: Editorial Board Member of World Open Innovation Conference (WOIC)
- 2016: Editorial Board Member of World Open Innovation Conference (WOIC)

B. REVIEWING

- Industrial Marketing Management (Editorial review board, since 2018)
- Journal of Product Innovation Management (ad-hoc reviewer)
- British Journal of Management (ad-hoc reviewer)
- European Management Journal (ad-hoc reviewer)
- International Journal of Production Research (ad-hoc reviewer)
- R&D Management (ad-hoc reviewer)
- Emerald Open Research (ad-hoc reviewer)
- Methodological Review of Applied Research (ad-hoc reviewer)
- WI 2019 - 14th International Conference on Wirtschaftsinformatik in Siegen (ad-hoc reviewer)
- EMAC Conference (2008 - now)
- Annual PDMA Research Forum (2014, 2015, 2016)
- EURAM conference (2017)
- AMA Summer Conference (2012 - now)
- AMA Winter Conference (2012 - now)
- AMS World Marketing Congress
- Academy of Management (AoM) Annual Meeting
- SAGE
 - 2019 - Book title: Social Media Marketing, 3rd Edition; Authors: Tracy L. Tuten, Michael R. Solomon

C. CONFERENCES

- Panelist Roundtable (22nd February 2018): 4th Annual Organizational Frontlines Research Symposium, February 22 & 23, 2018 “*Data Power Shift in Organizational Frontlines: Emerging Research Avenues*”
- Special session chair EMAC conference 2017: *Integrating customer facing function in innovation: Advances in B2C and B2B settings* (co-chaired by Prof. Ad de Jong).
- Session chair EMAC conference 2014: Stress and Dysfunctional Outcomes in Sales.
- Session chair INFORMS conference 2010: Sales Track.

D. OTHER

- 2019 (Feb) – Interview SAGE Publishing, SAGE Research Methods Video on marketing research.
- 2018 (Dec.) – Interview Jyllands-Posten ‘Why are we drawn to yellow signs?’
- 2018 (Nov.) – Initiated platform initiative to help the retention of international students at CBS/ in Denmark.

- 2018 (Nov. 28) – Participated in fourth CBS Roundtable: Next Generation Business Models (invitation only).

GRANT PROPOSALS AND FUNDING OPPORTUNITIES -

TOTAL AMOUNT GRANTED €414.679

- 2019: University of Passau ICEBS-program travel funding (€1.500.) - **Granted**
- 2018: Otto Mønstedts Fond (7.500 kr.) - **Granted**
- 2018: Health bed project. European Institute of Innovation and Technology (EIT); EIT Health project (Total project size €250.000; Responsible for €40.000) - **Granted**
- 2017: Health bed project. European Institute of Innovation and Technology (EIT); EIT Health project (Total project size €250.000; Responsible for €40.000) - **Granted**
- 2017: Road mapping High-Tech Software Cluster (HTSC) - together with Elke den Ouden, value €30,000.- **Granted**
- 2017: Ahrend - Project Solution Selling, contract research, value €5,700.- **Granted**
- 2017: PhD Project Juan Xu - together with Ed Nijssen, value €18,000.- **Granted – CSC Scholarship**
- 2014: FP7 call: Work package leader and co-Principal Investigator in Collaborative project for Diversification of fish species and products in European Aquaculture (Total project size 9 million Euros; Responsible for €280.979) - **granted**

MANAGEMENT AND ORGANIZATION

- Academic Program Coordinator of MSc. Customer and Commercial Development (CCD) (Mar. 2018 – present).
- “Smart Industry” Coordinator TU/e - for ‘Nationale Wetenschapsagenda’ (NWA/ Dutch Science Agenda) (Nov. 2016 - Feb. 2018).
- TU/e Data Science Center, Research Program ‘Customer Journey’ - Core team member (Nov. 2016 - Feb. 2018).
- TU/e High Tech Systems Center, Research Program ‘Industrial Internet of Things’(IIoT) - Research member (Nov. 2016 - Feb. 2018).
 - TUE HTSC IIoT - Transparent food production networks – in Core team to build consortium with companies.
- Treasurer Innovation, Technology Entrepreneurship & Marketing (ITEM) group (Nov. 2016 - Apr. 2018).
- Board member Innovation, Technology Entrepreneurship & Marketing (ITEM) group (Nov. 2016 - present).
- Coordinator ITEM-Academy: Research seminars for PhD students of the ITEM group (Nov. 2016 - present).
- Re-elected member of department council IE&IS [faculteitsraad] (2018)
- Re-elected member of department council IE&IS [faculteitsraad] (2016 – 2017)
- Elected member of department council IE&IS [faculteitsraad] (2014 – 2015)
- Webmaster Innovation, Technology Entrepreneurship & Marketing (April 2013 – Sept 2016)
- Coordinator PhD Workshop in Beijing (September 2012 – December 2014)

RESEARCH VISITS

- University of Passau, Department of Marketing, Prof. Jan Schumann and Prof. Dirk Totzek, March 2019.
- Aston Business School, Department of Marketing, Prof. Ad de Jong, April 2015.
- Aston Business School, Department of Marketing, Prof. Ad de Jong, March 2015.
- Ruhr-Universität Bochum, Sales & Marketing Department, Prof. Dr. Jan Wieseke, April 2009.

PROFESSIONAL AFFILIATIONS

- American Marketing Association (AMA)
- European Marketing Academy (EMAC)
- GSSI member

PROFESSIONAL EXPERIENCE

- Founder and Director of Center for Sales Process Engineering (<http://www.CSPEng.org>)
 - Researcher, Philips Research, High Tech Campus Eindhoven, Eindhoven, The Netherlands, Campus Management, January 2006 – June 2007.
 - Process-analyst, Arcadis Aquamen Facility Management (AAFM), Eindhoven, The Netherlands service desk facility management, March 2005 – September 2006.
 - Project manager, Kappa Twincorr, Hooogeveen, The Netherlands, February – June 2004.
 - Researcher, MITKA BV, Stadskanaal, The Netherlands, new product development team, September 2003 – June 2004.
 - Researcher, Muelink & Grol, Groningen, The Netherlands, production, February – June 2003.
-
-