

CURRICULUM VITAE

Ad de Jong, PhD
Professor of Marketing
Department of Marketing
Copenhagen Business School
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Professional background

- 2018 –current Full Professor of Marketing, Copenhagen Business School, Marketing Department, Copenhagen, DK
- 2014 – 2017 Full Professor of Marketing, Aston Business School, Marketing and Strategy Group, Aston University, Birmingham, UK
- 2008 – 2014 Associate professor, School of Industrial Engineering, Innovation, Technology Entrepreneurship, and Marketing (ITEM) group, Eindhoven University of Technology, the Netherlands
- 2005 – 2008 Assistant professor, Faculty of Technology Management, Department of Organization Science & Marketing, Eindhoven University of Technology, the Netherlands
- 2003 – 2004 Postdoctoral researcher, Faculty of Economics & Business Administration, Department of Marketing, Maastricht University, the Netherlands (part-time) and Faculty of Technology Management, Department of Organization Science & Marketing, Eindhoven University of Technology, the Netherlands (part-time)
- 1998 – 2002 PhD candidate, Faculty of Economics & Business Administration, Department of Marketing, Maastricht University, the Netherlands. Title dissertation: *One for All, All for the Customer: Studies on Self-Managing Teams in Services*

Educational Background

- 1993 – 1998 Faculty of Social Sciences, Leiden University, the Netherlands Psychometrics
- 1987 – 1993 Atheneum, Scholengemeenschap Guido de Brès, Rotterdam

Fields of Interest and Expertise

Marketing research, multivariate statistics (multilevel regression analysis, multilevel growth modeling, PLS, data exploration), frontline marketing, innovation selling, service marketing.

Awards and Prizes

- 2015 Best Paper Award IPSERA conference 2015.
- 2014 Nominated for the Operations Management and Logistics Industrial Engineering Educational Award 2014
- 2013 Nominated for the MOA, Center for Information based Decision Making & Marketing Research, Science Price of the Year

- 2012 Nominated for the best paper award at EMAC 2012 conference, Lisbon: Helping Teammates during New Product Selling: When Does It Pay Off?"
- 2010 Best paper award in Service Marketing track at the AMA Winter Educator's Conference 2010, New Orleans, LA, USA: Stewardship in Customer Service Teams: Antecedents and Consequences
- 2009 Winner of Highly Commended Award at the Literati Network Awards for Excellence 2009 for: *Linking employee perceptions of collective efficacy in self-managing service teams with customer-perceived service quality: A psychometric assessment* published in *Journal of Service Management*
- 2008 Nominee of Teaching Award for Master course on Research Design, Data Collection & Analysis
- 2007 Winner of Teaching Award for Pre-Master course on Innovation Management
- 2005 Nominee of the Christiaan Huygens Science Award in Business Science
- 2003 Winner of the Dissertation-of-the-year Award of the Netherlands Organisation for Research in Business Economics & Management (NOBEM)
- 2003/2004 Nominee of the SNS Bank Limburg dissertation award

Administration and Memberships

- 2017-current Member of the Academic Board of The Next Organization
- 2017-current Judge for the prestigious HE Marketing Research & Intelligence Awards for the Knowledge Partnership organization
- 2016-current Certified Member of Marketing Research Society (MRS)
- 2016-current Member of Scientific Board of BrainCompass
- 2015-current Honorary Fellow of the Association of Professional Sales
- 2014-current Jury Member of the Science Price of the Year (MOA, Center for Information based Decision Making & Marketing Research, the Netherlands)
- 2013-2014 Member of the Research Board of the School of Industrial Engineering
- 2011-2014 Coordinator of Seminar Series of the Innovation, Technology, Entrepreneurship and Marketing (ITEM) group
- 2011-2014 Chair of the Thesis Evaluation Committee of the School of Industrial Engineering
- Jan 2011 University Teaching Qualification Programme successfully completed.
- 2011-current Member of the Scientific Steering Board for the Research Project „Future of Working World 2030 Europe“, Technical University Darmstadt
- 2009 Visiting research fellow of the Institute for Entrepreneurship and Innovation. University of Missouri, Kansas City
- 2008-2011 Member of the Board of the Innovation, Technology, Entrepreneurship and Marketing (ITEM) group

2008-2014	Fellow of BETA Research School for Operations Management and Logistics
2007-2009	Coordinator of Pre-Doctorate Certificate Programme for Excellent MSc Students
2005-2007	Member of the Eindhoven Centre for Innovation Studies (ECIS) research seminar committee
2004-2007	Fellow of Eindhoven Centre for Innovation Studies (ECIS)
2003-2004	Fellow of the Maastricht Research School of Economics of Technology and Organizations (METEOR)

TEACHING

Teaching experience

2014-current **Aston Business School**

Foundations of Marketing Research (MSc 2017)
Marketing Research (MSc 2015)
Quantitative Marketing Research (MSc 2014 – 2017)
Professional Selling & Sales Management (BSc 2014 – 2017)
Innovation and NPD (BSc 2015, 2016)
Hierarchical Linear Modelling (PhD 2016)

Other Universities

Marketing Research EMM Lyon (MSc 2015)
Multilevel Regression Analysis, Maastricht University (PhD 2015, 2016, 2017)
Hierarchical Linear Modelling, Henley Business School (PhD 2015)
Hierarchical Linear Modelling, Eindhoven University of Technology (PhD 2016)
Advanced Applications of Regression Analysis, Aalto University Finland (PhD 2017)
Trends in Sales and Innovation, Factor Analysis, Positioning your Paper, Answering Referee Reports, University of Valladolid (PhD 2017)

2003-2014 **Eindhoven University of Technology**

Multivariate Statistics (MSc 2006—2014) (**Nominated for Educational Award 2008, 2014**)
Selling New Products (MSc 2009—2014)
Innovation Management and Innovation Policy (PhD 2005, 2007)
Marketing Context of New Product Development (BSc 2007)
New Product Development (BSc 2007, 2008)
Innovation Management (BSc 2006) – (**Winner of the Educational Award 2007**)
Business Research Methods (BSc 2005)
Multilevel Regression Analysis, Eindhoven University of Technology (PhD 2016)

Advanced Applications of Regression Analysis, Eindhoven University of Technology,
(PhD 2010, 2012, 2014)

Other Universities

Data Exploration, ESCP Business School, Paris (PhD 2014)

Advanced Applications of Regression Analysis, University of Ljubljana (PhD 2013)

Advanced Applications of Regression Analysis, University of Newcastle, Australia
(PhD 2013)

Advanced Applications of Regression Analysis, ESCP Business School, Berlin (PhD
2013)

Multilevel Regression Analysis, Technical University Darmstadt, Germany (PhD 2012)

Advanced Applications of Regression Analysis Aalto University, Helsinki (PhD 2011)

Multilevel Regression Analysis, Autonomous University of Madrid (PhD 2011)

Multilevel Regression Analysis, Maastricht Universitys (PhD 2005, 2006, 2007, 2008)

Multilevel Regression Analysis, Aston Business School, Birmingham (PhD 2008).

Before 2003 Maastricht University

Consumer Behaviour (BSc 2000—2003)

Strategic Marketing Management (BSc 2001, 2001)

Marketing and Organization (BSc 2000)

Supervision and Examination of MSc/BSc Dissertations

2011-2014 **Chair** of the Thesis Evaluation Committee of the School of Industrial
Engineering. The purpose of this committee was to safeguard the quality of the BSc
and MSc dissertations.

I am used to having warm relationships with my students, especially during the supervision of their
MSc dissertation. Some of these dissertations have even won a Thesis Award.

MSc dissertation awards

2011 Student Jeroen Schilderman was awarded the **David van Lennep Thesis Award**

2006 Student Coen Dörge was awarded **the DSM B2B Runner-Up Thesis Award 2006**

MSc dissertation Supervision

2014-current Aston Business School: 11 MSc students successfully supervised with their
dissertation.

2003-2014 Eindhoven University of Technology: Over 75 MSc students successfully finished their
MSc dissertation under my supervision.

Before 2003 Maastricht University: Over 15 MSc students successfully finished their MSc dissertation under my supervision.

RESEARCH

Publications

Khusainova, Rushana, Ad de Jong, Nick Lee, Greg Marshall, John Rudd (2018). (Re) defining Salesperson Motivation: Current Status, Main Challenges, and Research Directions. *Journal of Personal Selling and Sales Management* **(ABS 2)** (forthcoming)

Van der Borgh, W., de Jong A., and Nijssen E. (2017) Why helping coworkers does not always make you poor: The contingent role of common and unique position within the sales team. *Industrial Marketing Management* **(ABS 3)**

Van der Borgh, Michel, Ad de Jong, and Ed Nijssen (2017). "Alternative Mechanisms Guiding Salespersons' Ambidextrous Product Selling" *British Journal of Management*. 28, 331–353 **(ABS 4)**

Ruth Stock-Homburg, Ad de Jong, and Nicolas Zacharias (2017). Frontline Employees' Innovative Service Behavior as Key to Customer Loyalty: Insights into FLEs' Resource Gain Spiral? *Journal of Product Innovation Management*. 34 (2) 223-245. **(ABS 4)**

Hensen, Niek, Isobel Keeling, Ko de Ruyter, Martin Wetzels, and Ad de Jong (2016) "Making SENS: Exploring the Antecedents and Impact of Store Environmental Stewardship Climate" *Journal of the Academy of Marketing Science*. 44 (4) 497–515 **(ABS 4*)**

Kiratli, K., F. Rozemeijer, K de Ruyter, and A. de Jong (2016). Setting a Climate for Creativity: A Measurement Scale for Sourcing Team Creativity Climate. *Journal of Purchasing and Supply Management* 22 (3) 196–204 **(ABS 2)**

Van Donselaar K., J. Peters, A. de Jong, and R. Broekmeulen (2016) Analysis and Forecasting of Demand during Promotions for Perishable Items. *International Journal of Production Economics* 172, 65-75 **(ABS 3)**

Romero, Heidi, Remco Dijkman, Paul Grefen, Arjan van Weele, and Ad de Jong (2015). "Measures of process harmonization." *Information and Software Technology*. 63 31-43. **(no ABS)**

Dijkman, Remco, Sander Lammers, and Ad de Jong (2015), "Properties that Influence Business Process Management Maturity and its Effect on Organizational Performance" *Information Systems Frontiers*. 1-18 **(ABS 3)**

De Jong, A., M. Verbeke, and E.J. Nijssen (2014) Introduction to the *Journal of Product Innovation Management* Special Section on Sales and Innovation *Journal of Product Innovation Management* 31 (4):643–646 **(ABS 4)**

Berg, W. van den, Verbeke, W., Bagozzi, R., Worm, L., Jong, A. de, Nijssen, E.J. (2014). Salespersons as internal knowledge brokers and new products selling: Discovering the link to genetic makeup. *Journal of Product Innovation Management*. 31 (4): 695–709 **(ABS 4)**

Van den Heuvel, F.P. L. Rivera, K.H. van Donselaar, A. de Jong, Y. Sheffi, P.W. de Langen, and J.C. Fransoo (2014). Relationship Between Freight Accessibility and Logistics Employment in US Countries. *Transportation Research Part A: Policy and Practice*, 59: 91-105 **(ABS 3)**

De Jong A., M. Song, and L. Song (2013) How Lead Founder Personality Affects New Venture Performance: The Mediating Role of Team Conflict. *Journal of Management* 39 (7) 1825-1854. **(ABS 4*)**

- Schepers, J.J.L., Falk T, de Ruyter K, de Jong A., and Hammerschmidt M. (2012). Principles and Principals: Do Customer Stewardship and Agency Control Compete or Complement when Shaping Frontline Employee Behavior? **Lead article in:** *Journal of Marketing* 76 (November), 1 –20 **(ABS 4*)**
- Schepers, J.J.L., De Jong, A., De Ruyter, K., and Wetzels, M.G.M. (2011). Fields of Gold: Perceived Efficacy in Virtual Field Service Employee Teams, *Journal of Service Research*. 14(3), 372-389 **(ABS 4)**
- De Ruyter K., de Jong A., and M. Wetzels (2009). Antecedents and Consequences of Environmental Stewardship in Boundary-Spanning B2B Teams. *Journal of the Academy of Marketing Science* 37 (4) 470–487 **(ABS 4*)**
- De Jong, A., M. Wetzels, and K. de Ruyter (2008). Linking Employee Perceptions of Collective Efficacy in Self-Managing Service Teams with Customer-Perceived Service Quality: A Psychometric Assessment. *Journal of Service Management*, 19 (3), 353-378. **(Highly commended award winner in 2009) (ABS 2)**
- Schepers, J., A. de Jong, M. Wetzels, and K. de Ruyter (2008). Psychological Safety and Social Support in Groupware Adoption: A Multi-Level Assessment in Education. *Computers & Education*, 51: 757-775. **(ABS 2)**
- van Birgelen M., A. de Jong, and K. de Ruyter (2006). Loyalty in Multi-Channel Service Retailing: A Comprehensive Study on the Effects of Multi-channel Satisfaction. *Journal of Retailing*, 82 (4), 367-377. **(ABS 4)**
- de Jong, A., K. de Ruyter, and M. Wetzels (2006). Linking Employee Confidence to Performance: A Study of Self-Managing Service Teams. *Journal of the Academy of Marketing Science*, 34 (4), 576-587 **(ABS 4*)**
- Deutskens E., A. de Jong, K. de Ruyter, and M. Wetzels (2006). Comparing the Generalizability of Online and Mail Surveys in Cross-National Service Quality Research. *Marketing Letters*, 17 (2), 119-136. **(ABS 3)**
- de Jong, A., K. de Ruyter, and Lemmink J.G.A.M. (2005) Service Climate in Self-Managing Teams: Mapping the Linkage of Team Member Perceptions and Service Performance Outcomes in a Business-to-Business Setting. *Journal of Management Studies* 42 (8) 1593-1620. **(ABS 4)**
- de Jong, A., K. de Ruyter, and M. Wetzels (2005). Antecedents and Consequences of Group Potency: A Study of Self-Managing Service Teams. *Management Science*, 51 (11), 1610-1625. **(ABS 4*)**
- de Jong, A., K. de Ruyter, and J. Lemmink (2004). Antecedents and Consequences of the Service Climate in Boundary-Spanning Self-Managing Service Teams. *Journal of Marketing*, 68 (2), 18-35. **(ABS 4*)**
- de Jong, A. and K. de Ruyter (2004). Adaptive versus Proactive Behavior in Service Recovery: The Role of Self-Managing Teams. *Decision Sciences*, 35 (3), 457-491. **(ABS 3)**
- de Jong, A., K. de Ruyter, and J. Lemmink (2003). The Adoption of Information Technology in Self-Managing Service Teams. *Journal of Service Research*, 6 (2), 162-179. **(ABS 4)**
- van Birgelen M., K. de Ruyter, A. de Jong, and M. Wetzels (2002). Customer Evaluations of After-Sales Service Contact Modes: An Empirical Analysis of National Culture's Consequences. *International Journal of Research in Marketing*, 19 (1), 43-64. **(ABS 4)**
- van Dolen, W., J. Lemmink, K. de Ruyter, and A. de Jong (2002). Customer-Sales Employee Encounters: A Dyadic Perspective. *Journal of Retailing*, 78, 265-279. **(ABS 4)**

de Jong A., K. de Ruyter, S. Streukens, and H. Ouwersloot (2001). Perceived Uncertainty in Self-managed Service Teams: An Empirical Assessment. *Journal of Service Management*, 12 (2), 158-183. **(ABS 2)**

Chapters/Contributions in Books

Niek Hensen, Ko de Ruyter, Martin G.M. Wetzels, Ad de Jong (2013). Groen voorbeeld doet groen volgen: de filiaalmanager als aanjager van milieurentmeesterschap onder verkopers *Jaarboek 2013. Ontwikkelingen in marktonderzoek*. 197-216

de Jong, A. en K. de Ruyter (2002). Multi-niveau analyse in marktonderzoek: de case van zelfsturende service teams. *Jaarboek 2002. Ontwikkelingen in marktonderzoek*. 245-257.

Professional Publications

De Jong, A. (2016) DNA Test voor Zakelijk Gebruik. *Reformatisch Dagblad*

de Jong, A. (2003). *One for All, All for Customer: Studies on Self-Managing Teams in Services*. Doctoral Dissertation. DATAWYSE, Maastricht.

de Jong, A. (2003). One for All, All for the Customer: Studies on Self-Managing Teams in Services. *Economenblad*, 26, 2.

de Jong, A. K. de Ruyter, and J. Lemmink (2001). Team commitment to service quality: an empirical assessment of employee and customer perspective. *MAXX Working Paper*, 01-03.

de Jong, A. en K. de Ruyter (1999). Merk je dat er een team achter staat? Over de Effectiviteit van service teams. *Tijdschrift voor Marketing*, 33 (11), 56-60.

de Jong, A. en K. de Ruyter (1999). Trouwe klant stelt goed teamwork op prijs., *eYe Zicht op Trends*, 6 (juni), 8-9

de Jong, A. en K. de Ruyter (1999). Loyalty building door teambuilding. *Building Business*, 1 (November), 83-85

de Jong, A. en K. de Ruyter (1999). Merk je dat er een team achter staat? Over de effectiviteit van service teams. *MAXX Working Paper*, 99-02

ACADEMIC COMMUNITY AND SERVICE

Editorial and Reviewing Activities

Editorships:

2016-current Editorial Review Board of the *Journal of Personal Selling and Sales Management*

2013-2014 Co-editor of special issue *Journal of Product Innovation Management on Sales and Innovation*

2013-current Editorial Review Board of the *Journal of Service Research*

Reviewer for:

Journal of Marketing

Journal of Marketing Research

International Journal of Research in Marketing
Journal of Retailing
Journal of the Academy of Marketing Science
Journal of Product Innovation Management
Industrial Marketing Management
Journal of Personal Selling and Sales Management
Journal of Business Research
Academy of Management Journal
Human Relations
Human Resource Management
Decision Sciences
European Journal of Marketing

Reviewer for EMAC, European Marketing Association Conference, Service Marketing Track
Reviewer for Marketing Science Institute's 2010 Clayton Doctoral Dissertation Proposal Competition
Reviewer for AMA, American Marketing Association Winter Conference, Service Marketing Track and Sales Management Track

Conference Organization

Co-chair of the Sales Educator's Academy Conference, 7-6 June 2016, Birmingham, UK.

Invited International Conferences

Prof. dr. de Jong regularly attends and presents at leading international conferences in the USA and Europe, most recently:

- 2017 Van de Borgh, W., de Jong A., and Nijssen E. (2017). When and Why Does (Im) Balance of Customer—Coworker Directed Behaviors Matter in the Frontline? Thought Leadership Conference on the Sales Profession at *HEC*, Paris.
- 2014 Van de Borgh, W., de Jong A., and Nijssen E. (2014) Helping Colleagues in the Sales Unit with the Sale of Products. Thought Leadership Conference on the Sales Profession at *Columbia University*, New York.
- 2013 Invited for giving a presentation on. Research Frontier: Salespersons as Knowledge Brokers in NPD, on the Innovation-Marketing Symposium (August 8, 9) at *MIT Sloan School of Management*, Boston.
- 2012 de Jong A. (2012) Helping Team Colleagues with the Sale of New Products. Thought Leadership Conference on the Sales Profession at *Harvard Business School, Harvard University*, Boston.
- 2008 Invited by the *American Marketing Association Winter Educators Conference* in Austin, 2008 to provide a Special Session on Hierarchical Linear modeling.

Other International Conferences

- 2017 Van der Borgh, W., de Jong A., Nijssen, E. Why Helping Peers Does Not Always Make You Poor: The Contingent Role of Common and Unique Position Within the Sales Unit. *AMA Winter Conference* 16-19 Feb 2017 Orlando, FL

- 2017 Van der Borgh, W., de Jong A., Nijssen, E. Why Helping Peers Does Not Always Make You Poor: The Contingent Role of Common and Unique Position Within the Sales Unit. *AMA Winter Conference* 16-19 Feb 2017 Orlando, FL
- 2017 Van der Borgh, W., de Jong A., Nijssen, E. Why Helping Peers Does Not Always Make You Poor: The Contingent Role of Common and Unique Position Within the Sales Unit. *AMA Winter Conference* 16-19 Feb 2017 Orlando, FL
- 2016 Lages C, A. de Jong A., J. Schepers (2016) Does manager success generate frontline employee learning and internal influence? *Frontiers in Services Conference 2016*, Bergen, Norway 23-26 June.
- 2016 De Jong, A., S. Renes, E. Paap, L. Grimme. (2016) Presenting a Marketing & Sales Simulation Game. *Sales Educator's Academy Conference 2016*, Aston University, Birmingham, 7-9 June.
- 2016 Van der Borgh, W., de Jong A., Nijssen, E. (2016) Alternative Mechanisms Guiding Salespersons' Ambidextrous Product Selling *American Marketing Association Winter Conference 2016*, Las Vegas, Nevada 18-21 February
- 2015 Nagler, Hannah, Robert Wilken, and Ad de Jong (2015). The power of the first offer: A multilevel approach to concession-making in price negotiations. EMAC 2015 Conference, May 26-29 Leuven, Belgium.
- 2015 Kiratli, N., Rozemeijer, F., de Ruyter K, and de Jong A. (2015) Team Creativity Climates January IPSERA Conference March 29 – April 1, Amsterdam
- 2015 Van der Borgh, W., de Jong A., Nijssen, E. (2015) *Helping Colleagues With the Sale of Innovations: Does it Harm or Benefit Salesperson's Own Performance?* *American Marketing Association Winter Conference 2015*, San Antonio, Texas 12-15 February
- 2013 Kiratli, N., Rozemeijer, F., de Ruyter K, and de Jong A. (2013). EMAC Doctoral Colloquium. Boosting Creativity in B2B relationships: Conceptualizing Creative Engagement
- 2013 de Jong, A (2013) New Product Selling: A Research Agenda, BETA Conference "Dynamic Pricing", Eindhoven University of Technology October 30-31, 2013
- 2013 Van de Borgh, W., de Jong A., Nijssen, E. (2013) Helping Team Mates During New Product Selling: When Does it Pay off? *American Marketing Association Winter Conference 2013*, Las Vegas, Colorado 14-18 February
- 2012 K.H. van Donselaar, A. de Jong, J. Peters Forecasting demand during promotions for perishable items ISIR August 20-24, 2012 Budapest
- 2012 de Jong, A. (2012) Selling Innovations: A Research Agenda. Sales Research Symposium, Aalto School of Economics, November 5, Helsinki Finland
- 2012 Van de Borgh, W., de Jong A., Nijssen, E. (2012) Helping Teammates during New Product Selling: When Does It Pay Off?" EMAC 2012 Conference, Lisbon.
- 2011 Van de Borgh, W., de Jong A., Nijssen, E., Wieseke J (2011). Does Sales Manager Attention Focus Matter for Selling New and Existing Products? The Moderating Role of Organizational Identification. EMAC 2012 Conference, Ljubljana.
- 2010 Van de Borgh, W., de Jong A., Nijssen, E., Wieseke J (2010). Ambidextrous Sales Manager's and their Influence on Salespeople's Selling of New and/or Existing Products. Marketing Science Conference June 17-18 Cologne 2010, Germany

2010 Schepers, J.J.L., de Jong, A., Ruyter, K. de, Wetzels, M. (2010). Team Stewardship in Customer Service Teams: Antecedents and Consequences, *American Marketing Association Winter Conference 2010*, New Orleans, Louisiana, 19-22 February.

Supervision of Ph.D. theses

Jeroen Schepers (finalized at: 31-01-2008)

Title: The Role of Social Processes in Technology Acceptance

Michel van der Borgh (finalized at: 03-10-2012)

Title: Sales Management Drivers of Salesperson New Product Selling

Andreas Pufall (finalized at: 14-03-2013)

Title: Product Ramp-ups in Consumer Electronics:

The Impact of Product Architectures and Software Complexity

Nadine Kiratli (finalized at: 04-07-2016)

Title: Creativity – The Key to Value Creating Procurement: A Conceptualizing and Application of Creativity Climate in Sourcing and Co-innovation Teams

Rushana, Khusainova (in progress, starting date: 01-01-2012)

Title: How Motivational Orientations Drives Salesperson Performance

Nethal Hashim (in progress, starting date: 01-09-2016)

Title: The Value of Gamification in Marketing

Duc Tien Le (in progress, starting date: 01-09-2015)

Title: Corporate Social Responsibility (CSR) in Emerging Economies

Ankita Tibrewal (in progress, starting date: 01-10-2017)

Title: Multi-Language capabilities in International Business: The case of entrepreneurial companies.

Member of Doctoral Dissertation Committees

Gabrielle Daniels-Gombert (Marketing, Aston University)	Graduated in August 2017
Nadine Kiratli (Marketing, Maastricht University)	Graduated in July 2016
Hans J. Berger (Marketing, University of Groningen)	Graduated in May 2015
Wouter van den Berg (Marketing, Erasmus University)	Graduated in May 2014
Heidi Romero (Inform. Syst., Eindhoven University of Tech.)	Graduated in April 2014
Andreas Pufall (Oper. Man., Eindhoven University of Tech.)	Graduated in March 2013
Michel van der Borgh (Marketing, Eindhoven University of Tech.)	Graduated in Oct. 2012
Marcel Weber (Organ. Sc., Eindhoven University of Technology)	Graduated in April 2011
Freek Hermkens (Marketing, Radboud University)	Graduated in Dec. 2012
Janneke Hooijer (Educ. Studies, Eindhoven University of Tech.)	Graduated in July 2010
Yvonne Kirkels (Innov. Man., Eindhoven University of Tech.)	Graduated in Nov. 2010
Jeroen Schepers (Marketing, Eindhoven University of Tech.)	Graduated in Jan. 2008

Invited Research Seminars/Workshops

Prof. Dr. de Jong has provided numerous seminars and workshops in different countries, most recently at:

Aalto University, Helsinki	(May, 2017)
Universidad Valladolid, Spain	(May 2017)
Copenhagen Business School, Denmark	(April, 2017)
University of Reading, UK	(December 2016)
Maastricht University, the Netherlands	(November 2016)
University of Manchester, UK	(June 2016)
Wageningen University, the Netherlands	(April 2016)
Eindhoven University of Technology, the Netherlands	(February 2016)

Visiting Scholar

2017	University of Valladolid
2008	Aston Business School, University of Aston
2008-2009	Henry W. Bloch School of Business, University of Missouri, Kansas City

Examples of Industry Collaboration

Rabobank (Service Marketing, Marketing Analytics)

Getronics (Sales Teams; Marketing Analytics)

Dexia Bank (Service Marketing; Marketing Analytics)

Océ – A Canon Company (B-to-B Marketing, Marketing Analytics)

Unilever (New Product Marketing)

Vanderlande Industries (Personal Selling, B-to-B Marketing, International Marketing)

Oracle (Personal Selling and Sales Management)

The Next Organization (co-developer of a Business Game)

BrainCompass (Member of the Scientific Board, Personal Selling)

Jaguar Land Rover (New Product Marketing, Personal Selling)

Philips Electronics Company (Innovation Marketing)

KPN Mobile telecommunication company (Sales/Marketing; Marketing Analytics)

Baan Company/Vanenburg Group (Marketing Analytics)