



### **Curriculum vitae: Martijn G. de Jong**

Erasmus School of Economics, Erasmus University  
Department of Business Economics - Section Marketing  
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#### **Education**

- 2006      **Ph.D. in Marketing**  
Tilburg University, The Netherlands  
Dissertation topic: “Response Bias in International Marketing Research”  
Advisor: *Jan-Benedict E.M. Steenkamp*
- Dissertation committee:  
*Eric T. Bradlow* (Wharton, University of Pennsylvania)  
*Hans Baumgartner* (Pennsylvania State University)  
*Jan-Benedict Steenkamp* (University of North Carolina at Chapel-Hill)  
*Rik Pieters* (Tilburg University, the Netherlands)  
*Philip Hans Franses* (Erasmus University, the Netherlands)  
*Theo Verhallen* (Tilburg University, the Netherlands)
- 2002      **Msc in Econometrics**  
Erasmus University Rotterdam, The Netherlands  
Specialization: Marketing
- 1999      **Propadeutical Exam in Econometrics**  
Erasmus University Rotterdam, The Netherlands

## Academic Appointments

2011 – current	Professor of Marketing Research & Tinbergen Research Fellow, Erasmus University
2010 – 2011	J. Tinbergen Associate Professor of Marketing, Erasmus University
2009 – 2010	Associate Professor of Marketing (with tenure), Erasmus University
2008	Visiting Scholar, New York University (February-May)
2008	Visiting Scholar, Columbia University
2006 – 2009	Assistant Professor of Marketing, Erasmus University

## Grants

2013	Dutch National Science Foundation VIDI grant (€800,000)
2012	eMArc research grant for cross-functional research (€3,000)
2010	Tinbergen talent fund (€60,000)
2009	Dutch National Science Foundation VENI grant (€250,000)
2008	MSI grant for social desirability research (\$5,000)
2008	ERIM grant for health related research (€10,000)
2007	Niels Stensen Traveling Stipend (€45,000). Every year, the Niels Stensen foundation gives about 6 fellowships to outstanding young scholars, across all science disciplines, nationwide.
2007	Tilburg University data collection grant (from Faculty of Economics & Business)
2007	EUR fellowship (€200,000). Every year the Erasmus University Rotterdam awards EUR Fellowships to four highly talented young scientific researchers to allow them to conduct four years of research. The Erasmus University's fellowship scheme is designed to encourage careers in science and enable the university to retain talented researchers.
2002	Grant for Bayesian conference Ohio

*Total grant money: over \$1,800,000*

## Honors

2015	Paul E. Green award (the award recognizes the best article in the <i>Journal of Marketing Research</i> that demonstrates the greatest potential to contribute significantly to the practice of marketing research)
2013	Young Erasmus member
2013	ESE Top Talent Researcher Award
2012	Ranked #8 worldwide on research productivity in the <i>premier</i> marketing journals for the period 2008-2012 (and ranked #1 in the cohort of marketing modelers with PhD obtained in 2005 or later).
2011	Tinbergen Research Fellow
2010	Named J. Tinbergen Associate Professor
2010	Erasmus University Research Prize (€7,000; awarded once a year for highest excellence in research; one professor is chosen as a recipient across all disciplines and schools; presented during the official opening of the academic year by the university president).
2010	Christiaan Huygens Prize in Economics (€10,000; awarded once every five years to an economist by the Royal Dutch Academy of Sciences; presented by Her Royal Highness Queen Máxima of the Netherlands, the minister of education, and the president of the Dutch national bank).
2009	ERIM outstanding young researcher award 2009 (awarded once a year by the Erasmus Research Institute of Management across all young researchers in management).
2009	Marketing Science Young Scholar 2009 (the Marketing Science Institute's biennial Young Scholar Program brings together some of the most promising scholars in marketing and closely

related fields: individuals whose work suggests they are potential leaders of the “next generation” of marketing academics).

- 2009 Johannes Cornelis Ruigrok Prize in Economics (€12,000; once every four years, this prize is awarded by the Royal Holland Society of Sciences and Humanities to a researcher in the field of Economics & Business Administration; presented by the chairman of the Dutch Social Economic Council).
- 2009 ERIM STAR member
- 2007 Tilburg University Dissertation Prize 2007 (€5,000; best dissertation written at Tilburg University in 2006-2007 across all science disciplines; presented during the official opening of the academic year by the university president).
- 2006 ERIM Early Career Talent Program (special program for top researchers)
- 2006 Ph.D. *with highest honors*, Tilburg University
- 2005 Elected for 2005 AMA doctoral consortium (out of 11 PhD candidates)
- 2002 M.Sc. Econometrics *with highest honors*, Erasmus University
- 1999 Hoogeschool-fonds 1920 prize, Erasmus University
- 1999 Propadeutical Exam in Econometrics *with highest honors*, Erasmus University

## Teaching Experience

### *Formal courses*

- Marketing Strategy Research (MSc program, ±220 students).
- ERIM Research Clinic 2010, 2011, 2012, 2013.
- Global Marketing 2013, 2014, 2015, 2016.

### *Guest lectures*

International Marketing (MSc program Tilburg University)

### *Master thesis supervision*

Many committees, many times supervisor (one of my students received the ‘Hans du Chatinier’ nation wide media prize; another received the nationwide “Broos van Erp” best young entrepreneur prize)

## PROFESSIONAL AND UNIVERSITY ACTIVITIES

### Editorial and review activities

#### *Associate Editor*

2011 – 2015                      International Journal of Research in Marketing

#### *Associate Editor (ad hoc)*

2013 – present                      Journal of Marketing Research

#### *Editorial board*

2009 – present                      International Journal of Research in Marketing

2012 – present                      Journal of Marketing Research

2012 – present                      Marketing Science

#### *Ad hoc reviewer:*

Journal of Consumer Research

Information Systems Research

Psychological Methods

Psychometrika  
Journal of Cross-Cultural Psychology  
Journal of Applied Econometrics  
Computational Statistics and Data Analysis  
Public Opinion Quarterly  
Sociological Methods and Research  
Organizational Research Methods  
Statistics in Medicine

### **Conferences / presentations**

#### *Academic Conferences with presentation*

Marketing Science Conference: 2005, 2006, 2010, 2012, 2013  
Invitational Choice Symposium: 2013  
ACR Conference (North American): 2007  
IMPS Psychometric Society: 2006  
IRT workshop (Twente University, Netherlands): 2004, 2005

#### *Attended conferences without presentation*

Bayesian conference Ohio State University: 2002  
Marketing Science: 2004, 2008, 2015  
IMPS Psychometric Society: 2005, 2008  
IRT workshop, University of Twente, Netherlands: 2007  
Global Brand Management Conference, Istanbul: 2010  
EMAC: 2012  
Mobile Targeting, Big Data, and Digital/Social Media Marketing, Germany: 2015

#### *Invited presentations*

IRT workshop, University of Twente, Netherlands: 2004, 2005  
RSM Erasmus University, Netherlands (2005)  
University of Groningen, Netherlands (2005)  
Penn State University (September 12, 2008)  
UNC Chapel-Hill (October 3, 2008)  
Duke University (October 1, 2008)  
Columbia University (March 2009)  
Northwestern University (May 2011)  
Singapore National University (August 2011)  
BI Norwegian business school (October 2012)  
University of Alberta (April 2014)

### **University service**

- Tenure and promotion committee member, Erasmus School of Economics 2014-present.
- Academic director Master of Business Economics – Marketing track (2013 - present)
- ERIM Funding Advisory Board (2012-present)
- MPhil Track Coordinator, 2010-2014 (coordinator of educational program for MPhil students in marketing)
- Recruiting coordinator marketing track RSM, 2010
- Academic leadership course (management training & leadership development)
- ERIM data management task group

## **Doctoral committees**

### *Supervisor*

Daryna Kolesnyk (chair; Erasmus University); expected year of graduation: 2018

### *Committee member*

Cathy Yang (Columbia University); initial placement: HEC Paris

Tineke de Jonge (Erasmus University)

## **Consulting activities**

GfK, luxury industry (signed NDA to safeguard company name), "vice products" industry (signed NDA to safeguard company name), Hof van Amsterdam (expert witness), Nanyang Technological University

## **Media mentions of research**

National (Dutch) newspapers: Algemeen Dagblad, de Telegraaf, het Reformatorisch Dagblad, Nederlands Dagblad

Radio: Radio Midvliet

(Dutch) Magazines: DNB magazine, Kwaliteit in bedrijf, Tijdschrift voor Marketing, Adformatie

## **RESEARCH**

My research interests include empirical quantitative marketing, with specific interests in cross-cultural research, stated preference methodology, sensitive consumer behavior, online privacy, social networks and user-generated content, and customer empowerment.

## **Publications in international, refereed journals**

De Jong, Martijn G., Jean-Paul Fox, and Jan Benedict Steenkamp (2015), "Quantifying Under- and Over-reporting in Surveys Through a Dual Questioning-Technique Design," *Journal of Marketing Research*, 52 (December), 737-753.

- Lead article

Yang, Cathy L., Olivier Toubia, and Martijn G. de Jong (2015), "A Bounded Rationality Model of Information Search and Choice in Preference Measurement," *Journal of Marketing Research*, 52 (April), 166-183.

- Paul E. Green Award 2015

Camacho, Nuno, Martijn G. de Jong, and Stefan Stremersch (2014), "The Effect of Customer Empowerment on Adherence to Expert Advice," *International Journal of Research in Marketing*, 31(3), 293-308.

Veldkamp, Bernard P., Mariagulia Matteucci, and Martijn G. de Jong (2013), "Uncertainties in the Item Parameter Estimates and Robust Automated Test Assembly," *Applied Psychological Measurement*, 37, 123-139.

- De Jong, Martijn G., Rik Pieters, and Stefan Stremersch (2012), "Multigroup Item Randomized Response Theory for the Analysis of Sensitive Questions. A Global Study of Self-Reported Risky Sexual Behavior," *Journal of Personality and Social Psychology*, 103 (3), 543-564.
- De Jong, Martijn G., Don Lehmann, and Oded Netzer (2012), "State Dependence Effects in Surveys," *Marketing Science*, 31 (September-October), 838-854.
- Olivier Toubia, Martijn G. de Jong, Daniel Stieger and Johann Fueller (2012), "Measuring Consumer Preferences Using Conjoint Poker," *Marketing Science*, 31 (January-February), 138-156.
- Steenkamp, Jan Benedict E.M., and Martijn G. de Jong (2010), "A Global Investigation Into the Constellation of Consumer Attitudes Toward Global and Local Products," *Journal of Marketing*, 74 (November), 18-40.
- De Jong, Martijn G., Jan Benedict E.M. Steenkamp (2010), "Finite Mixture Multilevel Multidimensional Ordinal IRT Models for Large Scale Cross-Cultural Research," *Psychometrika*, 75 (March), 3-32.
- Lead article
- Steenkamp, Jan Benedict E.M., Martijn G. de Jong, and Hans Baumgartner (2010), "Socially Desirable Response Tendencies in Survey Research," *Journal of Marketing Research*, 47 (April), 199-214
- Lead article
- De Jong, Martijn G., Rik Pieters, and Jean-Paul Fox (2010), "Reducing Social Desirability Bias Via Item Randomized Response: An Application to Measure Underreported Desires," *Journal of Marketing Research*, 47 (February), 14-27.
- De Jong, Martijn G., Jan Benedict E.M. Steenkamp, and Bernard Veldkamp (2009), "A Model for the Construction of Country-specific, Yet Internationally Comparable Short-form Marketing Scales," *Marketing Science*, 28 (July-August), 674-689.
- De Jong, Martijn G., Jan Benedict E.M. Steenkamp, Jean-Paul Fox, and Hans Baumgartner (2008), "Using Item Response Theory to Measure Extreme Response Style in Marketing Research: A Global Investigation," *Journal of Marketing Research*, 45 (February), 104-115.
- De Jong, Martijn G., Jan-Benedict E.M. Steenkamp, and Bernard Veldkamp (2008), "Construction of Country-Specific, Yet Internationally Comparable Short-form Marketing Scales", in *Advances in Consumer Research* Volume 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN : Association for Consumer Research, Pages: 761-761.
- Donkers, Bas, Peter C. Verhoef, and Martijn G. de Jong (2007), "Modeling CLV: A test of Competing Models in the Insurance Industry," *Quantitative Marketing and Economics*, 5 (2), 163-190.
- De Jong, Martijn G., Jan Benedict E.M. Steenkamp, and Jean-Paul Fox (2007), "Relaxing Measurement Invariance in Cross-National Consumer Research Using a Hierarchical IRT Model," *Journal of Consumer Research*, 34 (August), 260-278.

### **Books/Book chapters**

- De Jong, Martijn G. and Ulf Bockenholt (2015), "Marketing Research," in W.J. van der Linden (ed.), *Handbook of Item Response Theory: Vol 3. Applications*. Boca Raton, FL: Chapman & Hall/CRC.

De Jong, Martijn G. (2013), *New Survey Methods: Tools to Dig For Gold*. ERIM inaugural address series, ERIM inaugural address series, EIA-2013-053-MKT, ISBN 978-90-5892-338-7.

### **Professional Affiliations**

INFORMS  
American Marketing Association