

# STEFAN STREMERSCHE

24/07/2025

## ADDRESS

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The Netherlands

Faculty of Economics and Business Economics  
Ghent University  
Belgium

## EDUCATION AND EXPERIENCE

### Education

Ph.D. Economics and Business Administration, Tilburg University (cum laude, 98 percentile).  
Bsc. and Msc. in Applied Economics, University of Gent, Belgium (magna cum laude, 99 percentile).

### Academic experience

Chaired Professor of Marketing, March 2004 - present, Erasmus University Rotterdam.  
Desiderius Erasmus Distinguished Chair of Economics, 2008 – present, Erasmus University Rotterdam.  
Professor of Marketing, 2024 – present, Ghent University.  
Professor of Marketing (Professor Ordinario), 2010 – 2022, IESE Business School, Spain.  
Director of the Erasmus Center for Marketing of Innovations, 2010-2022.  
Director of the Healthcare Business Center, Erasmus University Rotterdam, 2008-2015.  
Visiting Professor of Marketing, 2009 – 2010, IESE Business School, Spain.  
Visiting Professor of Marketing, 2007 – 2009, Duke University.  
Visiting Associate Professor of Marketing, 2004-2007, Emory University.  
Assistant Professor of Marketing, 2001- 2004, Erasmus University Rotterdam.  
Marie Curie Post Doctoral Fellow, 2002-2004, European Union.  
ERIM Post Doctoral Fellow, 2001-2002.  
Visiting Scholar, 1999-2001, University of Southern California.  
Doctoral Fellow, 1998-2001, Intercollegiate Center for Management Science, Belgium.  
Lecturer, 1996-1998, University of Gent, Belgium.

### Research interests

Innovation. Pharmaceutical Marketing. Marketing of High Technology. Marketing Strategy.  
Marketing Response Models. New Product Growth Forecasting.

### Teaching interests

Innovation. Marketing Strategy. Technology Marketing. Marketing of Life Sciences. New Product Models. International Marketing.

Taught at all levels: Bachelor and Master in Economics, Bachelor in Business, MBA, EMBA, Global MBA, open programs (PLD, PMD), custom programs, PhD, in-company programs.

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## GRANTS AND AWARDS

Approximately €6,500,000 (since 1998).

### Salary grants (fellowships)

Served as chief scientist on 8 Approved EU Marie Curie Grants (Yuri Peers, Zhiying Jiang, Hyoryung Nam, Gui Liberali, Aurelie Lemmens, Sarah Gelper, Isabel Verniers, Vijay Hariharan), 2005-present. Marie Curie Individual Fellowship, *European Union*, 2002-2004.

ERIM Post Doctoral Fellowship, *Erasmus University Rotterdam*, 2001-2002.

ICM Fellowship, *Intercollegiate Center for Management Science (Belgium)*, 1998-2001.

### Research grants

**Erasmus University Grant** for research on disruptive innovation, 2018.

**Erasmus University Grant** for research on sustainable development goals, 2018.

**ERIM Research Grant** for research on pharmaceutical marketing, 2018.

**ERIM Research Grant** for research on automotive innovation and marketing, 2018.

**MSI Research Grant** for research on innovation selection, 2017.

**ERIM Research Grant** for research on innovation selection, 2017.

**ERIM Research Grant** for research on pharmaceutical marketing, 2017.

**ERIM Research Grant** for research on automotive innovation and marketing, 2016.

**ERIM Research Grant** for research on grassroots innovation, 2016.

**ERIM Research Grant** for research on automotive innovation and marketing, 2015.

**Erasmus EU Horizon 2020 Support Grants** for marketing and innovation, 2014 (awarded by the University President).

**Erasmus Research Excellence Grant** for marketing and innovation, 2012 (top 5 research program across all schools at Erasmus University, only program selected from Business and Economics; first edition of this program).

**Erasmus Holding research grant** for research on marketing of innovations, 2012-2013.

**Erasmus Accounting and Controlling grant** for research on controlling of marketing spending, 2012.

**ERIM research grant** for research on innovation, 2012.

**ERIM research grant** for research on product category formation, 2011.

**Erasmus University grant** for research on marketing of innovations, 2011.

**KNAW grant** for international travel, 2010.

**KNAW grant** for international travel, 2009.

**Marketing Science Institute (MSI) research grant** for international research on patient-physician relationships, 2008.

**ECHEB research grant** for international research on patient-physician relationships, 2008.

**KNAW grant** for international travel, 2008.

**ERIM research grant** for international research on patient-physician relationships, 2008.

**KNAW grant** for international travel, 2007.

**ERIM research grant** for research on citations, 2007.

**KNAW grant** for international travel related to diffusion research, 2006.

**ERIM research grant** for research on life sciences marketing, 2006.

**Emory University Research Council** Research grant for research on Technology Evolution and Diffusion of Pharmaceuticals, 2006

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**Marketing Science Institute (MSI)** Research grant for research on Technology Evolution and Diffusion of Pharmaceuticals, 2006.

**ESE Grant** for research on health business economics, 2005.

**Belgian government (minister of economics: F. Moerman)** Research grant for research on innovation and entrepreneurship, 2004.

**Flemish government (minister of economics: P. Ceysens)** Research grant for research on innovation and entrepreneurship, 2004.

**Walloon government (minister of economics: S. Kubla)** Research grant for research on innovation and entrepreneurship, 2002.

**Flemish government (minister of economics: J. Gabriels)** Research grant for research on innovation and entrepreneurship, 2002.

**Marketing Science Institute (MSI)** Research grant for research on International Takeoff of New Products, 2002.

**Marketing Science Institute (MSI)** Research grant for research on Modeling Indirect Network Effects, 2001.

**CIBEAR (University of Southern California)** International Visitor Grant for research on New Product Takeoff, 2001.

**Institute for the Study of Business Markets (ISBM)** Research Grant for research on networking, 2001.

**ERIM** Research Grant for research on diffusion, 2001.

**Marketing Science Institute (MSI)** Research grant for research on mass customization, 2000.

**Institute for the Study of Business Markets (ISBM)** Research grant for research on embeddedness, 2000.

**Center for Economics of Increasing Returns** (Nyenrode University, the Netherlands) Research grant for research on indirect network externalities, 2000.

**Center for Economic Research** (Tilburg University, The Netherlands) Grant for research on mass customization, 2000.

**Center for Economics of Increasing Returns** (Nyenrode University, the Netherlands) Research grant for research on embeddedness, 1999.

**Center for Economic Research** (Tilburg University, The Netherlands) Grant for research on bundling high tech, 1999.

**Intercollegiate Center for Management Science** (Belgium) Salary grant for research on bundling, 1998.

### Research awards and honors: External

**MOA Scientist of the Year Award**, 2020 (highest honor given by the Marketing Research community in the Netherlands).

**EMAC Distinguished Scholar Award**, 2020 (This annual award is designed to be the highest honor that a marketing educator who has had extensive connections with EMAC can receive, according to outstanding scholarship and outstanding contributions to the European Marketing Academy).

Appointed as **EMAC Fellow**, 2018 (The European Marketing Academy appoints maximum 20 Fellows, based on scholarly leadership and service to EMAC, which become Honorary Fellows upon retirement; EMAC defines the role of Fellows as advisors to senior leadership of EMAC and to enhance the standing of EMAC to the external world).

Finalist **Jan-Benedict Steenkamp Long Term Impact Award**, 2018 (Understanding and Managing International Growth of New Products with G. Tellis, 2004).

- Finalist **Jan-Benedict Steenkamp Long Term Impact Award**, 2017 (Understanding and Managing International Growth of New Products with G. Tellis, 2004).
- Finalist **Jan-Benedict Steenkamp Long Term Impact Award**, 2016 (Understanding and Managing International Growth of New Products with G. Tellis, 2004).
- Finalist **Jan-Benedict Steenkamp Long Term Impact Award**, 2015 (Understanding and Managing International Growth of New Products with G. Tellis, 2004).
- IJRM Best Paper Award**, 2015 for "From academic research to marketing practice: Exploring the marketing science value chain" (John H. Roberts, Ujwal Kayande, Stefan Stremersch) 31(2), IJRM, 2014.
- International Francqui Chair** at University of Ghent, 2015 (every year the Francqui foundation funds 2-3 international scholars for an honorary chair at a Belgian university; chairs are chosen across all sciences and proposed to the Francqui Foundation by the Board of a Belgian university).
- IJRM Best Paper Award**, 2013 (Dynamic Segmentation paper with Aurélie Lemmens and Christophe Croux in IJRM 2012).
- Finalist **Marketing Science Long Term Impact Award**, 2014 (Diffusion Meta-Analysis paper with C. Van den Bulte, 2004).
- Finalist **Jan-Benedict Steenkamp Long Term Impact Award**, 2014 (Understanding and Managing International Growth of New Products with G. Tellis, 2004).
- Finalist **Marketing Science Long Term Impact Award**, 2013 (Diffusion Meta-Analysis paper with C. Van den Bulte, 2004).
- Finalist **Marketing Science Long Term Impact Award**, 2010 (International Takeoff paper with G. Tellis and E. Yin, 2003).
- Finalist **Marketing Science Long Term Impact Award**, 2009 (International Takeoff paper with G. Tellis and E. Yin, 2003).
- Rajan Varadarajan Award**, AMA Early Career Award for contributions to marketing strategy, 2008.
- Winner **AMA Global Marketing Award**, 2006.
- Appointment as member of the **Young Academy of the Royal Dutch Academy for the Sciences** (De Jonge Akademie - KNAW) (each year 10 members are appointed across all disciplines and universities for a term of 5 years; first business economics professor ever appointed), 2005.
- The Johannes Cornelis **Ruigrok Award**, 2005 (best early research career (<5 years after dissertation) in the social sciences in the Netherlands, awarded only every 4 years to an economist).
- Invitation to the **MSI Young Scholars Program**, 2005.
- Finalist **AMA TechSIG Best Paper Award**, 2005.
- Finalist **AMA TechSIG Best Paper Award**, 2004
- Winner of the **MSI/IJRM research competition on global marketing**, 2003.
- Harold H. Maynard Award** for most significant contribution to marketing thought, *Journal of Marketing* best paper award for 2002.
- AMA-Sheth doctoral consortium fellow, *University of Western Ontario*, 2000.

### Research awards and honors: Internal

- ERIM** (Erasmus Research Institute of Management) **Top Article Award**, 2015 (best article published in research in management by one of the 120 members of ERIM; selection committee of scientific directors of 3 Dutch research institutes outside Erasmus)
- Top Senior Researcher Award** (Erasmus School of Economics), 2013, 2012, 2011, 2010, 2009, 2008, 2007, 2006. (discontinued after 2014)

**ERIM** (Erasmus Research Institute of Management) **Top Article Award**, 2010 (best article published in research in management by one of the 120 members of ERIM; selection committee of scientific directors of 3 Dutch research institutes outside Erasmus)

**ERIM** (Erasmus Research Institute of Management) **Top Article Award**, 2005 (best article published in research in management by one of the 120 members of ERIM; selection committee of scientific directors of 3 Dutch research institutes outside Erasmus)

**ERIM** (Erasmus Research Institute of Management) **Impact Award**, 2004. (most impactful contribution to research in management; chosen among the more than 120 members of the Institute)

**Erasmus “2004 Research Prize”**, award for highest excellence in research; one professor is chosen as a recipient among all 800 (assistant, associate and full) professors at Erasmus across all disciplines and schools, 2004.

**ERIM** (Erasmus Research Institute of Management) **Award for Outstanding Performance of a Young Researcher**, 2003. (chosen among the more than 120 members of the Institute)

### Teaching awards

**Excellence in Teaching Award** (best elective in the CCMBA program), Fuqua School of Business, Duke University, 2009.

Top 10 ranked teacher across all programs (School of Economics, Erasmus University Rotterdam), 2004, 2005, 2006, 2007, 2008, 2009 (ranking discontinued after 2009).

Finalist for the **best teacher award** across all programs (School of Economics, Erasmus University Rotterdam), 2004, 2006, 2007, 2008.

### Doctoral consortium invitations

EMAC Doctoral Colloquium (2004, 2005, 2006, 2007, 2008, 2009).

AMA Sheth Doctoral Consortium (2006, 2007, 2008, 2009, 2010, 2011, 2012, 2019, 2023, 2024).

AMS Marketing Strategy Consortium (2023, 2024)

### Academic research funded by companies

Nielsen: for research on marketing of innovations, 2011.

General Motors: for research on new media effectiveness, 2011.

Dell Computer: for research on mass customization of high tech systems, 2001.

Alcatel Telecom: for research on bundling high tech, 1999.

## PUBLICATIONS AND PRESENTATIONS

### Journal publications

“The Effects of Mergers and Acquisitions on Marketing Decisions and Effectiveness: Evidence from the Biopharma Industry,” (with Vardit Landsman), *Journal of Marketing Research*, 2025, forthcoming.

“Meta-Analysis of Advertising Effectiveness: New Insights from Improved Bias Corrections,” (with Joseph Korkames and Tom Stanley) *International Journal of Research in Marketing*, 2025, forthcoming.

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- “The Rise of the Subscription Model in the Video Game Console Industry: Unveiling the Commercial Consequences for Platform Owners and Video Game Sellers,” (with Michiel Van Crombrugge) *International Journal of Research in Marketing*, 2025, forthcoming.
- “Engagement in Platform Markets: A (Video) Game Changer?” (with Michiel Van Crombrugge), *Journal of the Academy of Marketing Science*, 2025.
- “Customer Insights for Innovation: A Framework and Research Agenda for Marketing,” (with Nuno Camacho, Ivan Guitart, Elke Cabooter) *Journal of the Academy of Marketing Science*, 2025, 53 (1), 29-51.
- “The Detailing Response of Branded Drug Firms to Generic Entry,” (with Vijay Hariharan and Vardit Landsman) *International Journal of Research in Marketing*, 2024, 41 (3), 567-588.
- “How Can Academics Generate Great Research Ideas? Inspiration from Ideation Practice,” *International Journal of Research in Marketing*, 2024, 41 (1), 1-17.  
*Lead article of the issue.*
- “The Value of Context-Specific Studies for Marketing,” (with Jorge Gonzalez, Albert Valenti, and Julian Villanueva), *Journal of the Academy of Marketing Science*, 2023, 51, 50-65.
- “The Rise of New Technologies in Marketing: A Framework and Outlook,” (with Donna Hoffman, Page Moreau and Michel Wedel), *Journal of Marketing*, 2022, 86 (1), 1-6.
- “Grassroots Innovation Success: The Role of Self-Determination and Leadership Style,” (with Nuno Camacho, Elio Keko and Stefan Wuyts), *International Journal of Research in Marketing*, 2022, 39 (2), 396-414. *Featured in UpNext Podcast*
- “Financial Projections in Innovation Selection: The Role of Scenario Presentation, Expertise, and Risk,” (with Vardan Avagyan, Nuno Camacho and Wim Van der Stede), *International Journal of Research in Marketing*, 2022, 39(3), 907-926.  
*Featured in LSE Business Review*
- “Faculty Research Incentives and Business School Health: A New Perspective from and for Marketing,” (with Russ Winer and Nuno Camacho), *Journal of Marketing*, 2021, 85 (5), 1-21.  
*Lead article of the issue.*  
*Featured in special webinar of the editors.*  
*Covered in numerous media outlets, such as Poets and Quants, Yahoo!Finance, AACSB, THE (Times Higher Education), etc.*
- “The Impact of Informational and Emotional Television Ad Content on Online Search and Sales,” (with Ivan Guitart), *Journal of Marketing Research*, 2021, 58 (2), 299-320.
- “The Study of Important Marketing Issues: Reflections,” *International Journal of Research in Marketing*, 2021, 38 (1), 12-17. (invited)

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- “The Commercial Consequences of Collective Layoffs: Close the Plant, Lose the Brand?” (with Vardit Landsman), *Journal of Marketing*, 2020, 84 (3), 122-141.  
Covered in IESE Insight, MaeKyung Business Daily (700,000 subscribers).
- “Inspire, Diverge, Converge: Three Steps to Better Decisions,”, *IESE Insight*, 2019, 153, 62-69.
- “Gear Manufacturers as Contestants in Sports Competitions: Breeding and Branding Returns,” (with Yvonne Van Everdingen and Vijay Hariharan), *Journal of Marketing*, 2019, 83 (3), 126–144.  
Covered in numerous news outlets, such as Forbes, BusinessMagazine, BNR Radio, NRC, Autoweek, Autoplus, Automobil Sport, Marketing Tribune, IESE Insight, Automotive World.
- “Tournaments to Crowdfund Innovation: The Role of Moderator Feedback and Participation Intensity,” (with Nuno Camacho, Hyoryung Nam and PK Kannan), *Journal of Marketing*, 2019, 83 (2), 138-157.
- “Advertising Non-Premium Products As If They Were Premium: The Impact of Advertising Up on Advertising Elasticity and Brand Equity?” (with Ivan Guitart and Jorge González), *International Journal of Research in Marketing*, 2018, 35 (3), 471-489.
- “Predicting the Consequences of Marketing Policy Changes: A New Data Enrichment Method with Competitive Reactions,” (with Eelco Kappe and Sriram Venkataraman), *Journal of Marketing Research*, 2017, 54 (5), 720-736.
- “Drug Detailing and Doctors’ Prescription Decisions: The Role of Information Content in the Face of Competitive Entry,” (with Eelco Kappe), *Marketing Science*, 2016, 35 (6), 915-933.
- “Introduction to the IJRM Special Issue on Marketing and Innovation,” (with Gui Liberali, Eitan Muller, and Roland Rust), *International Journal of Research in Marketing*, 2015, 32 (3), 235-237.
- “Unraveling Scientific Impact: Citation Types in Marketing Journals”, (with Nuno Camacho, Sofie Vanneste and Isabel Verniers), *International Journal of Research in Marketing*, 2015, 32(1), 64-77.
- “Variable Selection in International Diffusion Models,” (with Sarah Gelper), *International Journal of Research in Marketing*, 2014, 31(4), 356-367.
- “The Effect of Customer Empowerment on Adherence to Expert Advice,” (with Nuno Camacho and Martijn de Jong), *International Journal of Research in Marketing*, 2014, 31(3), 293-308.
- “Rejoinder: From Academic Research to Marketing Practice: Some Further Thoughts” (with John Roberts and Ujwal Kayande), *International Journal of Research in Marketing*, 2014, 31 (2), 144-146.
- “From Academic Research to Marketing Practice: Exploring the Marketing Science Value Chain,” (with John Roberts and Ujwal Kayande), *International Journal of Research in Marketing*, 2014, 31 (2), 127-140.  
Lead article with commentaries by Russ Winer and Don Lehmann.  
Winner IJRM Best Paper Award 2014.  
Winner ERIM Top Article Award 2015.  
Selected as Editor’s Top Choice Article.

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*Top-downloaded IJRM article of all times (nr. 1 in 2015, nr. 2 in 2016, nr. 3 in 2017, nr. 3 in 2018)*

- “The Commercial Contribution of Clinical Studies for Pharmaceutical Drugs,” (with Ashish Sood and Eelco Kappe), *International Journal of Research in Marketing*, 2014, 31(1), 65-77.
- “The Relationship between DTCA, Drug Requests and Prescriptions: Uncovering Variation in Specialty and Space”, (with Vardit Landsman & Sriram Venkataraman), *Marketing Science*, 2013, 32 (1), 89-110.
- “Analysis of Sensitive Questions Across Cultures: An Application of Multigroup Item Randomized Response Theory to Sexual Attitudes and Behavior”, (with Martijn de Jong & Rik Pieters), *Journal of Personality and Social Psychology*, 2012, 103 (3), 543-564.
- "Dynamics in International Market Segmentation of New Product Growth", (with Aurélie Lemmens & Christophe Croux), *International Journal of Research in Marketing*, 2012, 29 (1), 81-92.  
*Winner IJRM Best Paper Award 2012.*
- "Multi-Homing in Two-Sided Markets: An Empirical Inquiry in the Video Game Console Industry", (with Vardit Landsman), *Journal of Marketing*, 2011, 75 (November), 39-52.
- "The Global Entry of New Pharmaceuticals: A Joint Investigation of Launch Window and Price", (with Isabel Verniers & Christophe Croux), *International Journal of Research in Marketing*, 2011, 28 (4), 295-308.
- “Predictably Non-Bayesian: Quantifying Salience Effects in Physician Learning about Drug Quality”, (with Nuno Camacho and Bas Donkers), *Marketing Science*, 30 (2), 2011, 305-320.  
*Dissertation-based paper of Nuno Camacho.*
- “Does New Product Growth Accelerate across Technology Generations”, (with Eitan Muller and Renana Peres), *Marketing Letters*, 21 (2), 2010, 103-120.
- “The Evolving Social Network of Marketing Scholars”, (with Jacob Goldenberg, Barak Libai, and Eitan Muller), *Marketing Science*, 29 (3), 2010, 561–567.
- “Marketing of the Life Sciences: A New Framework and Research Agenda for a Nascent Field”, (with Walter Van Dyck), *Journal of Marketing*, 73 (4), 2009, 4-30.  
*Lead article of the issue.*  
*Featured article on the JM blog (only one in this issue).*
- “Modeling Global Spill-Over in New Product Takeoff,” (with Yvonne Van Everdingen and Dennis Fok), *Journal of Marketing Research*, October 2009.  
*Winner ERIM Top Article Award 2010.*
- “The Effect of Superstar Software on Hardware Sales in System Markets,” (with Jeroen L.G. Binken), *Journal of Marketing*, 73 (March), 2009, 88-104.

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- “Sales Growth of New Pharmaceuticals Across the Globe: The Role of Regulatory Regimes,” (with Aurélie Lemmens), *Marketing Science*, 28 (4), 2009, 690-708.
- “The Debate on Influencing Doctors’ Decisions: Are Drug Characteristics the Missing Link?” (with Sriram Venkataraman), *Management Science*, 53 (11), 2007, 1688-1701.
- “The Quest for Citations: Drivers of Article Impact” (with Isabel Verniers and Peter C. Verhoef), *Journal of Marketing*, 71 (3), 2007, 171-193.
- “Indirect Network Effects in New Product Growth”, (with Gerard Tellis, Philip Hans Franses and Jeroen L.G. Binken), *Journal of Marketing*, 71 (3), 2007, 52-74.
- “Customizing Complex Products: When Should the Vendor Take Control?” (with Mrinal Ghosh and Shantanu Dutta), *Journal of Marketing Research*, 43 (November), 2006, 664-679.
- “Globalization of Authorship in the Marketing Discipline: Evolution, Country Productivity and Consequences”, (with Peter C. Verhoef), *Marketing Science*, 24 (4), 2005, 585-594.
- “Marketing Mass Customized Products: Striking the Balance between Utility and Complexity”, (with Benedict G.C. Dellaert), *Journal of Marketing Research*, 42 (May), 2005, 219-227.
- “Understanding and Managing International Growth of New Products”, (with Gerard J. Tellis), *International Journal of Research in Marketing*, 21 (4), 2004, 421-438.  
*Winner of the MSI&IJRM Research Competition on Global Marketing 2003.*  
*Finalist AMA TechSIG Best Paper Award 2005.*  
*Finalist of the Jan-Benedict Steenkamp Award for Long Term Impact, 2014.*
- “Vertical Marketing Systems for Complex Products: A Triadic Perspective”, (with Stefan Wuyts, Christophe Van den Bulte and Philip Hans Franses), *Journal of Marketing Research*, 41 (November), 2004, 479-487.
- “Social Contagion and Income Heterogeneity in New Product Diffusion: A Meta-Analytic Test”, (with Christophe Van den Bulte), *Marketing Science*, 23 (4), 2004, 530-544.  
*Winner ERIM Top Article Award 2005.*  
*Marketing Science Long Term Impact Award Finalist, 2013 & 2014.*
- “Portfolios of Interfirm Agreements in Technology-Intensive Markets: Consequences for Innovation and Profitability”, (with Stefan Wuyts and Shantanu Dutta), *Journal of Marketing*, 68 (2), 2004, 88-100.
- “Buying Modular Systems in Technology-Intensive Markets”, (with Allen M. Weiss, Benedict G.C. Dellaert and Ruud T. Frambach), *Journal of Marketing Research*, 40 (3), 2003, 335-350.  
*Finalist AMA TechSig Best Paper Award 2004.*
- “The International Takeoff of New Products: The Role of Economics, Culture, and Country Innovativeness”, (with Gerard J. Tellis and Eden Yin), *Marketing Science*, 22 (2), 2003, 188-208.  
*Discussed in numerous newspapers, journals and newswires nationally and abroad – such as The Economist, Sloan Management Review, Het Financieel Dagblad, De Financieel Economische Tijd.*

*Winner ERIM Impact Award 2004.*

*Winner Global Marketing Award, American Marketing Association, 2006.*

*Most Highly Cited Paper Published in Marketing Science in the 2003 volume (2005, 2006).*

*Marketing Science Long Term Impact Award Finalist, 2009 & 2010.*

“Strategic Bundling of Products and Prices: A New Synthesis For Marketing”, (with Gerard J. Tellis), *Journal of Marketing*, 66 (January), 2002, 55-72.

*Winner of the 2002 Harold H. Maynard Best Paper Award.*

*Top-3 of most readable articles (as mentioned in: Sawyer, Laran and Xu, Journal of Marketing, January 2008).*

“The Purchasing of Full-Service Contracts: An Exploratory Study within the Industrial Maintenance Market”, (with Stefan Wuyts & Ruud T. Frambach), *Industrial Marketing Management*, 30 (1), 2001, 1-12.

### **Editorials IJRM (Editor-in-chief 2006-2009)**

“Editorial Marketing competition in the 21st century”, (with Oliver Heil and Don Lehmann), *International Journal of Research in Marketing*, 27, 2010, 161–163.

“Preface to The chilling effects of network externalities”, (with Donald R. Lehmann and Marnik G. Dekimpe), *International Journal of Research in Marketing*, 27 (1), 2010, 1-3.

“From the (Past) Editors”, (with Don Lehmann), *International Journal of Research in Marketing*, 26, 2009, 257-258.

“Preface to a Debate”, (with Don Lehmann), *International Journal of Research in Marketing*, 26(2), 2009, 153.

“Health and Marketing: The Emergence of a New Field of Research,” *International Journal of Research in Marketing*, 25 (4), 2008, 229-233.

“25 Years of IJRM: Reflections on the Past and the Future,” (with Donald R. Lehmann), *International Journal of Research in Marketing*, 25 (3), 2008, 143-148.

“Editorial”, (with Don Lehmann), *International Journal of Research in Marketing*, 24 (4), 2007, 277.

“Editorial”, (with Don Lehmann), *International Journal of Research in Marketing*, 24 (1), 2007, 1-2.

### **Scientometric properties of publications**

2<sup>nd</sup> most prolific marketing scholar in the world (*Seggie and Griffith, Journal of Marketing, 2009*).

2<sup>nd</sup> most readable article (*Sawyer, Laran and Xu, Journal of Marketing, January 2008*).

Total number of citations cumulative (ISI): 3644; 11 articles with more than 100 cites (measured March 2025).

Total number of citations cumulative (Google): 9068, 26 articles with more than 100 cites; 4 articles with more than 500 cites (measured March 2025).

H-Index (ISI): 29. H-index (Google): 38 (measured July 2024).

Lehmann number: 1 (analogous in marketing to Erdos number in mathematics)

Mention on AMA DocSIG top 50 Global Productivity Rankings in premier journals (ranking initiated in 2013): 18<sup>th</sup> (2013), 18<sup>th</sup> (2014), 35<sup>th</sup> (2016), 26<sup>th</sup> (2022), 26<sup>th</sup> (2023).

## Books

“The Innovation Talent Advantage,” 2025, Kogan Page.

“How Winners Make Choices”, 2017, Boom (English translation of Kiezen voor Winst for local market only)

“Kiezen voor Winst”, 2016, Boom.

*Top 10 management book of 2016 (Management Team)*

*Top 3 best seller in management books for 2 months in the Netherlands (Managementboek.nl)*

*Number 1 best seller in the categories Strategy, Marketing and Innovation for 2 months (Managementboek.nl)*

*Evergreen > 1000 copies sold (after 3 weeks) (Managementboek.nl)*

“Innovation and Marketing in the Pharmaceutical Industry: Emerging Practices, Research and Policies”, (with Min Ding and Jehoshua Eliashberg), 2013, Springer, ISBN 978-1-4614-7800-3.

“Verlicht Ondernemen”, (with Bruno Tindemans), 2008, ISBN 978-9-0774-9228.

## Book Chapters

“Price Elasticity, Cross-Price Elasticity and Advertising Elasticity: Concepts and Summary of Prior Meta-Analytic Insights,” (with Joseph Korkames), in Elgar Encyclopedia of Pricing (edited by Andreas Hinterhuber), Edward Elgar Publishing, ISBN 978 1 0353 0730 2 (cased) and ISBN 978 1 0353 0731 9 (eBook).

“Marketing Models for the Life Sciences Industry,” (with Vardan Avagyan and Vardit Landsman), in Handbook of Marketing Decision Models (edited by Berend Wierenga and Ralf van der Lans), Springer, 2017, ISBN 978-3-319-56939-0.

“The What, Who and How of Innovation Generation” (with Elio Keko and Gert Jan Prevo), in Handbook of Research on New Product Development (edited by Peter Golder and Debanjan Mitra), Edward Elgar, 2017.

“The Pharmaceutical Industry: Specificity, Challenges, and What You Can Learn from this Book,” (with Min Ding and Jehoshua Eliashberg). In: “*Innovation and Marketing in the Pharmaceutical Industry: Emerging Practices, Research and Policies*”, (with Min Ding and Jehoshua Eliashberg), 2013, ISBN 978-1-4614-7800-3.

“Grassroots Innovation: A Promising Innovation Paradigm for Pharmaceutical Companies,” (with Ulrich Betz, Nuno Camacho and Michael Gerards). In: “*Innovation and Marketing in the Pharmaceutical*

*Industry: Emerging Practices, Research and Policies*”, (with Min Ding and Jehoshua Eliashberg), 2013, ISBN 978-1-4614-7800-3.

“The Successful Launch and Diffusion of New Therapies,” (with Vardit Landsman and Isabel Verniers). In: “*Innovation and Marketing in the Pharmaceutical Industry: Emerging Practices, Research and Policies*”, (with Min Ding and Jehoshua Eliashberg), 2013, ISBN 978-1-4614-7800-3.

“The Connected Patient”, In *The Book on the Connected Customer*, Tilburg Lustrum, in press. (with Nuno Camacho and Vardit Landsman), ISBN: 978-1-84872-837-0, January 2010, 107-139.

### Other publications

“Publicatiedrift van Nederlandse Marketingwetenschappers,” (with Peter C. Verhoef) *Jaarboek voor Marktonderzoek*, 2005.

“Op Zoek naar een Publiek,” *Inaugural Address*, 2005, ERIM: Erasmus University Rotterdam, ISBN 90-5892-084-4 (English translation: In Search of an Audience).

“Essays on Marketing Strategy in Technology-Intensive Markets,” *CentER Dissertation Series*, 2001, CentER: Tilburg University, ISBN 90 5668 090 0.

### Published Teaching Cases

“Commercial Transformation at Grünenthal,” with Nuno Camacho, Elio Keko and Isabel Verniers, Rotterdam School of Management, Erasmus University, 2024. (Ref 324-0301-1 / 8; case and teaching note).

“Aliaxis Group SA: Developing Big Innovations,” with Elio Keko and Isabel Verniers, Rotterdam School of Management, Erasmus University, 2024. (Ref 324-0252-1 / 324-0252-8)

“Merck KGaA: Designing the Next Innospire Process,” with Elio Keko, Nuno Camacho and Thomas Herget, Rotterdam School of Management, Erasmus University, 2024. (Ref 324-0239-1 / 8)

“Komatsu: The Rise of a Service-Dominant Logic,” with Elio Keko, IESE Business School, 2015, M-1328-E.

“Babcock: An Innovative Business Model in the Mining and Construction Industry,” with Elio Keko, IESE Business School, 2015, 1329-E.

“Caesar IT Services: Marketing Multiple Value Propositions in One Firm,” with Silvia Belezza, IESE Business School, M-1227-E.

“Alcatel-Lucent: Marketing the Cell Phone as a Mobile Wallet”, with Nuno Camacho, Carlos Garcia-Pont and Isabel Verniers, IESE Business School, M-1279-E.

“Rabobank Corporate Netherlands: Turning the Smartphone into an Engine of Bottom-Line Growth”, with Nuno Camacho, IESE Business School, M-1286-E.

### Papers at Conferences

*AMA Educators’ Winter Conference (2019, 2016, 2010).*

*Informa Marketing Science Conference (2025, 2018, 2017, 2016, 2014, 2013, 2012, 2011, 2010, 2009, 2008, 2007, 2006, 2005, 2004, 2003, 2002, 2001, 2000).*

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*Informa International Management Science Meeting (2003, 2001, 2000).*  
*European Marketing Academy Conference (2025, 2022, 2019, 2017, 2016, 2015, 2013, 2011, 2009, 2008, 2007, 2005, 2004).*  
*MSI Conference (2007, 2003).*  
*PDMA Research Forum (2006).*  
*International Product Development Association Conference (2018, 2003).*  
*IMP Conference (1999).*

### **Press mentions**

My research has been covered in the following international popular and press outlets: Forbes, The Economist, MIT Sloan Management Review, Journal of Medical Marketing, Radio North Carolina. In the Netherlands, my research has been covered by: Radio 1, BNR Radio, NRC, Het Financieel Dagblad, Tijdschrift voor Marketing, FEM Business, Management Team, Telecommerce, Bestuur, Beleid, Management and Pedagogiek voor de Kinderopvang, Erasmus Magazine, Check.nl, FarmaActueel. In Belgium, my research has been covered in De Financieel Economische Tijd, De Standaard, Gazet van Antwerpen, and Vacature.

### **Presentations at other schools' seminar series and research camps**

University of Maryland, Catholic University of Leuven, UNC, Tilburg University, IESE, Tel-Aviv University, Free University Amsterdam, University of Texas at Austin, Northwestern University, PennState University, Duke University, Massachusetts Institute of Technology (MIT), Tel-Aviv University, Cambridge University, University of Utah, Emory University, Nijmegen University, Maastricht University, Catholic University of Leuven, Erasmus University Rotterdam, BI Norwegian School of Management, Stavanger Business School, National Bank of Belgium (Belgian equivalent of Federal Reserve), Frankfurt University.

### **Working papers**

- “Marketing the Future: How Deep Uncertainty Shapes the Future of Marketing,” with Nuno Camacho, Benedict Dellaert, Roland Rust and Eric Johnson, *MSI Working Paper*, 2025 (#25-122).
- “The Role of Scenario Presentation in the Selection of Innovation Projects,” with Vardan Avagyan, Nuno Camacho and Wim A. Van der Stede, *MSI Working Paper*, 2019 (#19-114-03).
- “The Commercial Contribution of Clinical Studies for Pharmaceutical Drugs” (with Ashish Sood and Eelco Kappe), *MSI working paper 13-115*, 2013.
- “Marketing of the Life Sciences: A New Framework and Research Agenda for a Nascent Field” (with Walter Van Dyck), *MSI working paper 09-105*, 2009.
- “Growth Acceleration Across Technology Generations” (with Eitan Muller), *MSI working paper*, 2007.
- “The Quest for Citations: Drivers of Article Impact” (with Isabel Verniers and Peter C. Verhoef), *ERIM working paper*, ERS-2006-061-MKT, 2006.
- “Customer Preferences for Mass Customization” (with Benedict G.C. Dellaert), *Marketing Science Institute*, report no. 04-118, 2004, 22 pages.

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- “Contagion and Heterogeneity in New Product Diffusion: An Empirical Test” (with Christophe Van den Bulte), *ERIM working paper*, ERS-2003-077-MKT, 2003, 49 pages.
- “Contagion and Heterogeneity in New Product Diffusion: An Empirical Test” (with Christophe Van den Bulte), working paper, *The Wharton School*, University of Pennsylvania, 2003.
- “Portfolios of Interfirm Agreements in Technology-Intensive Markets: Consequences for Innovation and Profitability” (with Stefan Wuyts and Shantanu Dutta), working paper, *The Institute for the Study of Business Markets*, PennState University, 2003.
- “Modeling Generational Transitions from Aggregate Data” (with Philip Hans Franses) *ERIM working paper*, ERS-2002-49-MKT, ISSN 1566-5283, 2002, 33 pages.
- “The International Takeoff of New Products: The Role of Culture, Economics and Country Innovativeness” (with Gerard J. Tellis and Eden Yin), working paper, *Marketing Science Institute*, 2002.
- “Buyer Preferences for Vendors in Business Markets: A Triadic Perspective” (with Stefan Wuyts, Christophe Van den Bulte and Philip Hans Franses), working paper, *The Wharton School*, University of Pennsylvania, 2002.
- “Buyer Preferences for Vendors in Business Markets: A Triadic Perspective” (with Stefan Wuyts, Christophe Van den Bulte and Philip Hans Franses), working paper 10-2002, *The Institute for the Study of Business Markets*, PennState University, 2002.
- “Buying High Tech Products: An Embeddedness Perspective” (with Stefan Wuyts and Philip Hans Franses), *ERIM Working Paper*, ERS-2001-27-MKT, 2001.

## ACADEMIC SERVICE

### Conference organization

Co-Chair of “Marketing the Future” Conference, Maastricht, 2024.

Co-Chair of Theory and Practice in Marketing Conference 2019, co-branded with *Journal of Marketing*, Special Issue New Technology and Marketing (at Columbia University).

Chair of the Inaugural AMA-EMAC Symposium 2014, at Erasmus University Rotterdam (on invitation only conference for 170 attendees, academic and practice; speakers from practice included Paul Polman (CEO of Unilever), Jean-Francois Van Boxmeer (CEO Heineken), Jacques Van den Broek (CEO Randstad) and Frans Muller (CEO Delhaize; COO Ahold-Delhaize)).

Chair of the 2004 Marketing Science Conference, at Erasmus University Rotterdam (more than 600 attendees from over 25 countries; 440 research presentations).

### Editorial Service

*Editor Search Committees*

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Search for IJRM Editor in Chief for period 2018-2021: Appointed PK Kannan.  
Search for IJRM Editor in Chief for period 2015-2018: Appointed Roland Rust.

#### Journal Policy Committees

Member of the policy board, *International Journal of Research in Marketing*, 2009-2021.

#### Editorships-in-Chief

Editor-in-Chief of *International Journal of Research in Marketing* (EMAC – Europe), Don Lehmann (Columbia University) served as co-editor, 2006-2009.

#### Guest Editorships-in-Chief

Guest Editor-in-Chief of Special Issue at *Journal of Marketing: New Technologies and Marketing*, jointly with Page Moreau, Donna Hoffman, and Michel Wedel, 2022.

Guest Editor-in-Chief of Special Issue at *International Journal of Research in Marketing: Marketing and Innovation*, jointly with Gui Liberali, Eitan Muller and Roland Rust, 2015.

#### Associate Editorships

IJRM, 2024-present.

Journal of Marketing, 2018-2022.

Journal of Marketing Research, 2020-2022.

#### Editorial Review Boards (ERBs)

Marketing Science, 2011-2022.

Journal of Marketing Research, 2012-2022.

Journal of Marketing, 2005-2011; 2016-2022.

International Journal of Research in Marketing, 2005-2021.

Marketing – Journal of Research and Management (Germany), 2004-2016.

AMS Review, 2013-2016.

### **Service on doctoral committees**

#### Promotor of Honorary Doctorate

John Hauser (MIT), 2016.

#### Chair (own students only; mere committee memberships not listed)

Isabel Verniers (University of Ghent), “International Launch of New Pharmaceuticals” (graduated December 2009). Output student: 1 dissertation-based article in *Journal of Marketing*; 1 dissertation-based article in *International Journal of Research in Marketing*. Placement: Erasmus University Rotterdam.

Jeroen L.G. Binken (Erasmus University Rotterdam), “Modeling Indirect Network Effects in the Video Game Console Market” (graduated November 2010). Output student: 2 dissertation-based articles in *Journal of Marketing*. Placement: Industry

Nuno Camacho (Erasmus University Rotterdam), “Patient and Physician Learning of New Drugs” (graduated June 2011 *cum laude*). Output student at graduation: 1 dissertation-based article in

*Marketing Science*; 1 dissertation-based article in *International Journal of Research in Marketing*.  
Placement: Erasmus University Rotterdam

Eelco Kappe (Erasmus University Rotterdam), “Econometric Models for Pharmaceutical Prescription” (graduated June 2011). 1 dissertation-based article in *Marketing Science*; 1 dissertation-based article in *Journal of Marketing Research*. Placement: PennState University.

Sofie Vanneste (University of Ghent), “Scientometrics in Marketing.” (graduated August 2011).  
Output student: 1 dissertation-based article in *International Journal of Research in Marketing*.  
Placement: Industry.

Florian Deutzman (IESE Business School), “Marketing of Video Games.” (graduated July 2014).  
Placement: Erasmus University Rotterdam, afterwards Industry

Ivan Guitart (IESE Business School), “Marketing of Energy-Saving Innovations.” (graduated July 2014). Output student: 1 dissertation-based article in *Journal of Marketing Research*; 1 dissertation-based article in *International Journal of Research in Marketing*. Placement: University of Grenoble.

Elio Keko (Erasmus University Rotterdam), “Essays on Innovation Generation in Incumbent Firms.” (graduated September 2017). 1 dissertation-based article in *International Journal of Research in Marketing*. Placement: Industry.

Joseph Korkames (IESE Business School), “Meta-Analysis in Marketing” (graduated June 2024; placement: Industry).

Gert Jan Prevo (Erasmus University Rotterdam), “Innovation” (graduated August 2025)

### **Service at Erasmus University Rotterdam**

Head of Marketing Department, 2023-present.

Vice-chair of the Dept of Business Economics, 2010-2015, 2017-2022 (dept is largest at Erasmus School of Economics and the Marketing Dept resides under the Dept of Business Economics).

Member of the Advisory Committee for Chaired Appointments of the School of Economics, 2005-present.

Member of the Tenure and Promotion Committee of the School of Economics, 2006-2010, 2017-2019.  
Dean Appointment Committee of the Erasmus School of Economics, 2018.

Program Leader of the Marketing Research Program at Erasmus School of Economics, 2004-present.

Tinbergen Institute Fellow, 2004 – present.

ERIM Fellow, 2004 – present.

Scientific Director of the Erasmus Center for Marketing of Innovations (ECMI), 2010-2022.

Academic Director of the Erasmus Center for Customer, Channel and Market Analysis (EC3MA), 2006-2009. Integrated EC3MA in ECMI.

Member of the Scientific Board of HOPE (12 mln euro program for entrepreneurship), 2008-2012.

Member of the ERIM Program Advisory Board, 2005 – 2012, 2017-present.

Member of the University Platform for Health Economics and Business Economics, 2005 – 2008.

ERIM MPhil and PhD Marketing Track Coordinator, 2004 – 2007.

Department Chair, Marketing Department, 2004-2007.

Member of the Research Committee of the School of Economics, 2003 – 2007, 2018-present.

### **Service at IESE Business School**

Member of the PhD committee, 2012-2015.

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Scientific Director of the Center for Innovation Marketing and Strategy (CIMS), 2013-2017.

## TEACHING EXPERIENCE

### Executive Education:

Phoenix, Carlsberg, Grunenthal, Dechra, Aliaxis, Rabobank, Henkel, Alcatel-Lucent, Merck, SABIC, KLM, Michelin, SKF, Komatsu, Baloise, Boehringer Ingelheim, among others (IESE and others, avg. teaching eval. 4.5/5).

Open Programs for Leadership Development, 2011-present (IESE, avg teaching eval.: 4.6/5)

### Graduate:

PhD Marketing Seminar, 2010-2022 (PhD, IESE Business School; 4.7/5)

PhD Seminar in Research Methodology, 2010-2022 (PhD, IESE Business School, 5/5 most recent 3 years)

Marketing and Innovation, 2010-present (MA economics, Erasmus University Rotterdam, avg. teaching eval. 4.7/5; perfect 5/5 in 2020)

Marketing Strategy, 2009 & 2010 (MBA, IESE Business School, avg. teaching eval: 4.2/5)

Marketing Strategy, 2007-2008 (CCMBA and WEMBA, Duke University, avg. teaching eval: 6.0/7)

High Tech Marketing, 2004-2009 (MA economics, Erasmus University Rotterdam, avg. teaching eval: 4.6/5)

High Tech Marketing, 2004-2006 (MBA, Emory University, avg. teaching eval: 4.3/5).

Advanced Topics in Marketing Strategy, 2006 (MA economics, Erasmus University Rotterdam, teaching eval: 4.8/5).

Advanced Marketing Research, 2002-2003 (MA Economics, Erasmus University of Rotterdam; teaching eval: 4.1/5).

### Undergraduate:

Minor Marketing and Innovation (university wide), 2012-present (Erasmus University Rotterdam, avg teaching eval: 4.8/5)

ERIM Honours Class on Marketing, 2005 & 2010 (Erasmus University Rotterdam, teaching eval: 4.8/5)

## CONSULTING

Consulting assignments for Alcatel-Lucent, Aliaxis, Baloise Insurance, Barco, Baxter, Boehringer Ingelheim, Caesar Groep, Dechra, Grunenthal, GSK, Helm, Heraeus, Jabra, Jost, KLM, Merck, Michelin, MSD, Nokia, Novartis, Rousselot, Sabic, Siemens, SKF, Takeda, University of Ghent, among others.

Founder of spin-off MTI<sup>2</sup>, [www.mti2.eu](http://www.mti2.eu).

## EXPERT WITNESS TESTIMONY

Close-Up vs. IMS Health (2015), Arbitration, Switzerland (breach of contract and damages assessment; expert report and testimony).

Konami vs. Upper Deck International (2009), Court, the Netherlands (breach of contract assessment; expert report only).

## PROFESSIONAL AFFILIATIONS

American Marketing Association: member.

Informs: member.

European Marketing Academy: member, fellow (former member of the EMAC Executive Committee).

**HOBBIES**

Marathon, Duathlon (long distance), Triathlon (half and full-distance; Iron Man and Xtri world tour), Long Distance Trail Running (UTMB).