

December 2023

**Vita**  
**Jan-Benedict E.M. Steenkamp**

Kenan-Flagler Business School  
University of North Carolina at Chapel Hill  
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Medium: [https://medium.com/@jbs\\_78429](https://medium.com/@jbs_78429)

Amazon: <https://www.amazon.com/Jan-Benedict-E.-M.-Steenkamp/e/B00BCP6CT0>

Wikipedia: [https://en.wikipedia.org/wiki/Jan-Benedict\\_Steenkamp](https://en.wikipedia.org/wiki/Jan-Benedict_Steenkamp)

**Academic degrees**

- Dr. h.c, Doctor Honoris Causa, Aarhus University, Denmark, 2010 (Business)
- Ph.D., Wageningen University, the Netherlands, 1989 (Marketing), summa cum laude
- M.Sc., Wageningen University, the Netherlands, 1983 (Business Administration), summa cum laude.
- B.Sc., Wageningen University, the Netherlands, 1981 (Economics), magna cum laude

**Academic and Executive Experience**

*University of North Carolina at Chapel Hill: June 2006-present*

June 2006-present C. Knox Massey Distinguished Professor of Marketing  
June 2006-June 2018 Chairman Marketing Area

*Tilburg University, the Netherlands: January 2000-present*

2006-present Extramural fellow, CentER  
2000-2006 CentER Research Professor of Marketing and GfK Professor of International Marketing Research  
2003-2006 Director Graduate Programs in Business  
2003-2006 CentER Board of Directors  
2003-2006 Chair Board of Trustees, university newspaper *Univers*

*Catholic University of Leuven, Belgium: April 1992-December 1999*

1996-1999 Professor of Marketing  
1998-1999 Member of the Executive Board of the Business School  
1994-1999 Chairman Marketing Area

1992-1996 Associate Professor of Marketing

*Wageningen University, the Netherlands: September 1983-December 1999*

1996-1999 GfK Professor of International Marketing Research  
1991-1996 AGB Professor of International Marketing Research  
1988-1991 Acting Associate Professor of Marketing  
1985-1988 Assistant Professor of Marketing  
1983-1985 Lecturer

*Other:*

2022-present Executive Chairman of AiMark, a non-profit foundation, bringing together academia, global market research agencies (GfK, Kantar, IRI), and industry to help academics from around the world to conduct managerially relevant and rigorous research by supplying household and retail scanner data bases and research guidance.

1999-2022 Co-Founder and Executive Director of AiMark.

2018-present Chairman International Board of Experts, Institute for Nation(al) Branding, Shanghai

2014-present Fellow at the *Institute for Sustainable Innovation and Growth* (iSIG), Fudan University (Shanghai).

2017-2019 Lead Global Branding Expert, Chinese Association for Quality, Beijing

1998 William Davidson Visiting Professor, University of Michigan, USA.

1989-1991, 1993 Visiting Research Scholar, Pennsylvania State University.

1986-present Consulting with companies and government associations such as P&G, Kraft, General Mills, Zurich Financial, KPMG, Unilever, Johnson & Johnson, Sara Lee, Reckitt Benckiser, Bristol-Myers Squibb, Bunge, The Brattle Group, GfK, TNS, IRI, Nutreco, Netherlands Department of Agriculture, among others. Legal cases before the International Court of Arbitration (Paris), World Trade Organization (Geneva), Federal District Court of New Mexico, Federal Food and Drug Administration, and Federal Trade Commission.

## **Impact**

*Citations (Google Scholar): 67,000+.*<sup>1</sup>

- H-index: 91
- Twenty-two publications with 1,000+ citations, 39 publications with 500+ citations

*LinkedIn*

- Cumulative views of posts and articles (not counting the views accumulated through 1,000+ reshares by others): > 4.3 million
- Followers: 16,000+

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<sup>1</sup> [http://scholar.google.co.uk/citations?hl=en&user=jRM8CAIAAAAJ&view\\_op=list\\_works](http://scholar.google.co.uk/citations?hl=en&user=jRM8CAIAAAAJ&view_op=list_works).

### Research Grants

More than \$10 million received in from industry, government, and science foundations such as the European Commission, Belgian National Science Foundation, Dutch National Science Foundation, European Association of Brand Manufacturers, and Marketing Science Institute.

### Awards and Honors

**NOTE:** Rather than communicate the 30+ awards and recognition for individual publications in this list, they are shown with the publications themselves.

- 2023 Ranked #5 in marketing, #51 in Business & Management and in the top 0.1% across all sciences on scientific impact.<sup>2</sup>
- 2021 AMA Irwin McGraw Hill Distinguished Marketing Educator Award, awarded annually to a marketing educator for distinguished service and outstanding contributions in marketing science and education
- 2021 Elected Fellow of the American Marketing Association.
- 2018-2020 Spinoza Selection Committee consisting of 12 top international scientists across all fields of science. The Spinoza Prize – nicknamed the Dutch Nobel Prize - is the highest award in Dutch science. Each year, the Dutch NSF awards the Spinoza Prizes to three or four researchers across all fields, working in the Netherlands who according to international standards belong to the absolute top of science. Each laureate receives €2.5 million.
- 2018 Significant Contributions to Global Marketing Award, for lifetime achievement in global marketing, awarded annually by the American Marketing Association Global Marketing SIG.
- 2015 Gilbert A. Churchill Award, for lifetime achievement in marketing research, awarded annually by the American Marketing Association Marketing Research SIG.
- 2015, 2013 Recognized as “Teaching All Star” by UNC’s daytime MBA program.

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<sup>2</sup> Ioannidis, John P.A. (2023), “October 2023 data-update for "Updated science-wide author databases of standardized citation indicators"”, Elsevier Data Repository, V6, doi: 10.17632/btchxktzyw.6, <https://elsevier.digitalcommonsdata.com/datasets/btchxktzyw/6>. Over 8.5 million scientists are scored on career-long citation impact using Scopus until the end of 2021. The composite indicator for career-long impact is based on six indicators: total number of citations, H-index, Schreiber co-authorship adjusted H index, total number of citations received to papers for which the scientist is single author, total number of citations received to papers for which the scientist is single or first author, and the total number of citations received to papers for which the scientist is single, first, or last author. Each component is normed within scientific discipline. See for detailed description Ioannidis et al. (2016), “Multiple Citation Indicators and Their Composite across Scientific Disciplines,” *PLOS Biology*, July 1.

- 2013 EMAC Distinguished Marketing Scholar Award, awarded annually to a marketing educator based on “(1) Outstanding marketing scholarship as reflected in extensive, impactful research contributions and (2) Outstanding contributions to the European Marketing Academy.”
- 2013 Winner of UNC Kenan-Flagler’s Outstanding Research Mentor, which recognizes mentoring of junior colleagues.
- 2010 Doctor Mercaturae Honoris Causa (honorary doctorate in business) by Aarhus University (Denmark) for contributions to marketing science.
- 2010 Winner of UNC Kenan-Flagler’s Bullard Award for Research Impact. The Bullard Award was given for the impact of my work on private labels in general and the book *Private Label Strategy: How to Win the Store Brand Challenge* in particular.
- 2009 Winner of UNC Kenan-Flagler’s Weatherspoon Award for Excellence in Research.
- 2009 Outstanding Reviewer Award, *Journal of Marketing*.
- 2008 The new award recognizing exceptional contributions in academic marketing research published in the *International Journal of Research in Marketing* is named “The Jan-Benedict E.M. Steenkamp Award for Long Term Impact.”
- 2007 Best Teacher Award, TiasNimbas Business School, Tilburg University.
- 2007 Highest ranked marketing scholar in the Global Top-100 of most cited scientists in economics and business 1997-2007, Institute for Scientific Information (ISI) (<http://www.in-cites.com/nobel/2007-eco-top100.html> ).
- 2005 Dr. Hendrik Muller Lifetime Prize for Behavioral and Social Sciences, awarded bi-annually by the Royal Netherlands Academy of Arts and Sciences to a scholar who has made “exceptional achievements in the area of the behavioral and social sciences.” (The first time the prize has been awarded to a researcher in any area of business administration.)
- 2004 Elsevier Science-SMA Distinguished Marketing Scholar lifetime award for “exceptional scholarly achievements to the profession,” given by the U.S. Society for Marketing Advances.
- 2003 Elected Fellow of the European Marketing Academy.
- 1997 Appointed Honorary Professor of the European Institute for Advances Studies in Management (EIASM).

## RESEARCH

### Overview

Collectively, my body of research can best be characterized as a systematic attempt to integrate 1) *theory* drawn from marketing and other social sciences (management, economics, psychology, political science), with 2) cutting edge, rigorous *methodology*, and 3) large empirical *data sets*, to 4) address *managerially relevant issues*. This does not imply that each paper addresses managerially relevant issues, as some papers lay the theoretical and/or methodological groundwork for subsequent papers that are more focused on tackling managerial issues. More specifically, my research deals with the various elements of marketing strategy (product, branding, price/promotion, advertising, distribution, segmentation) and marketing research methodology. Valid and rigorous research techniques are a necessary condition for drawing valid conclusions in empirical research on marketing strategy.

My work is characterized by combining a domestic and an international focus. Research with a domestic focus examines a particular research question in a single country, while research with an international focus examines a particular research question in multiple countries or tests an existing theory in a non-traditional context, such as emerging markets. The international lens serves either or both of the following two purposes. First, it allows me to assess the generalizability of theories and research across countries. The importance of arriving at empirical generalizations is generally recognized. They have been called “the building blocks of science.” Second, it allows me to uncover economic, cultural, and other drivers of cross-country differences. In this way, we can start to understand why certain marketing strategies work out differently in different countries.

### Books

Steenkamp, Jan-Benedict (2024), *Warrior, Queen, Scientist, Activist: Gritty Women Who Bent the Arc of History*, Xlibris (in press).

Steenkamp, Jan-Benedict (2020), *Time to Lead: Lessons for Today's Leaders from Bold Decisions that Changed History*, New York: Fast Company Press, xxviii + 388 pp.

- Foreword by Major General Cameron G. Holt, Deputy Assistant Secretary U.S. Air Force
- Included in the top-10 best business books of 2020 by *Globe and Mail*, Canada's largest newspaper and its newspaper of record.
- Finalist for the 2020 Foreword INDIES Book of the Year Award for the category History. Foreword INDIES honors books published by university publishers and independent publishers.
- Basis of specialized AI tool *Time to Lead GPT*: <https://chat.openai.com/g/g-55n4VEXVO-time-to-lead-gpt>

Steenkamp, Jan-Benedict with Laurens Sloot (2019), *Retail Disruptors: The Spectacular Rise and Impact of the Hard Discounters*, London: Kogan Page; xxi + 242 pp.

- Selected as one of the “Best Business Books for 2019” by Yahoo! Finance

Steenkamp, Jan-Benedict (2017), *Global Brand Strategy: World-Wise Marketing in the Age of Branding*, New York: Palgrave MacMillan, xxiv + 319 pp.

- Translated into Chinese
- Winner of the 2021 Len Berry Book Award, which recognizes books that have had a significant impact in marketing and related sub-fields

Kumar, Nirmalya, and Jan-Benedict E.M. Steenkamp (2013), *Brand Breakout: How Emerging Market Brands Will Go Global*, New York: Palgrave MacMillan, xvi + 250 pp.

- Translated into Chinese, Dutch, and Turkish
- Reviewed by the *Financial Times*, June 20, 2013
- The entire Schumpeter section of *The Economist* of June 22, 2013 was devoted to the book
- Selected as Best Business Book 2013: Globalization by Strategy& (formerly Booz & Co.’s) magazine *Strategy+Business*

Kumar, Nirmalya, and Jan-Benedict E.M. Steenkamp (2007), *Private Label Strategy: How to Meet the Store Brand Challenge*, Cambridge: MA: Harvard Business School Press, xvii + 270 pp.

- Translated in Complex Chinese, Simple Chinese, Polish, Portuguese, Spanish
- According to India’s leading magazine Business Today, it was one of the bestselling business books of the decade in India
- Reviewed by the *Financial Times*, March 14, 2007 and the *Los Angeles Times*, March 25, 2007
- Cited > 1,000 times

Berend Wierenga, Aad van Tilburg, Klaus Grunert, Jan-Benedict E.M. Steenkamp and Michel Wedel (eds.), *Agricultural Marketing and Consumer Behaviour in a Changing World*, Norwell, MA: Kluwer Academic Publishers, 314 pp.

Steenkamp, Jan-Benedict E.M. (1989), *Product Quality*, Assen, the Netherlands: Van Gorcum, 273 pp.

- Reviews have appeared in *Journal of Marketing*, *International Journal of Research in Marketing*, *Journal of Economic Psychology*, and *Journal of Consumer Policy*
- Cited > 500 times

### **Peer-Reviewed Publications**

Steenkamp, Jan-Benedict E.M. (2024), “What Is Holding Private Label Back in the United States and in Emerging Markets?” *Journal of Retailing* (in press).

Rajavi, Koushyar, Tarun Kushwaha, and Jan-Benedict E.M. Steenkamp (2023), “Brand Equity in Good and Bad Times: What Distinguishes Winners from Losers in Consumer Packaged Goods

Industries?” *Journal of Marketing*, 87 (3), 472-489.

Steenkamp, Jan-Benedict E.M. and Alberto Maydeu-Olivares (2023), “Unrestricted Factor Analysis: A Powerful Alternative to Confirmatory Factor Analysis,” *Journal of the Academy of Marketing Science*, 51 (1), 86-113.

Van Ewijk, Bernadette, Els Gijsbrechts, and Jan-Benedict E.M. Steenkamp (2022), “The Dark Side of Innovation: How New SKUs Affect Brand Choice in the Presence of Consumer Uncertainty and Learning,” *International Journal of Research in Marketing*, 39 (4), 967-987.

- Lead article
- Finalist for the *IJRM Best Article Award*

Datta, Hannes, Harald J. van Heerde, Marnik G. Dekimpe, and Jan-Benedict E.M. Steenkamp (2022), “Cross-National Differences in Market Response: Line-Length, Price, and Distribution Elasticities in Fourteen Indo-Pacific Rim Economies,” *Journal of Marketing Research*, 59 (April), 251-270.

- Lead article

Van Ewijk, Bernadette, Els Gijsbrechts, and Jan-Benedict E.M. Steenkamp (2022), “What Drives Brands’ Pricing Metrics? An Empirical Examination of the Chinese Packaged Goods Industry,” *International Journal of Research in Marketing*, 39 (1), 288-312.

Mintz, Ofer, Imran S. Currim, Jan-Benedict E.M. Steenkamp, Martijn de Jong (2021), “Managerial Metric Use in Marketing Decisions across 16 Countries: A Cultural Perspective,” *Journal of International Business Studies*, 52 (8), 1474-1500.

Steenkamp, Jan-Benedict E.M. (2021), “Admiral Jacky Fisher and the Art of Disruptive Leadership,” *Management and Business Review*, 1 (Spring), 78-85.

- A Japanese translation was published in *Nikkei Business*, November 2023

Steenkamp, Jan-Benedict E.M. (2021), “Building Strong Nation Brands,” *International Marketing Review*, 38 (1), 6-18.

- Lead article
- A summary was published as “Academic Perspective” in Dinnie, Keith (2022), *Nation Branding: Concepts, Issues, Practice*, New York: Routledge, 17-19.

Steenkamp, Jan-Benedict E.M. and Alberto Maydeu-Olivares (2021), “An Updated Paradigm for Evaluating Measurement Invariance Incorporating Common Method Variance and Its Assessment,” *Journal of the Academy of Marketing Science*, 49 (1), 5-29.

- Lead article

Van Ewijk, Bernadette, Jan-Benedict E.M. Steenkamp, and Els Gijsbrechts (2020), “The Rise of Online Grocery Shopping in China: Which Brands Will Benefit?” *Journal of International*

*Marketing*, 28 (2), 20-39.

Swaminathan, Vanitha, Alina Sorescu, Jan-Benedict E.M. Steenkamp, Thomas O'Guinn, and Bernd Schmitt (2020), "Branding in a Hyperconnected World: Refocusing Theories and Rethinking Boundaries," *Journal of Marketing*, 84 (March), 24-46.

Steenkamp, Jan-Benedict E.M. (2020), "Global Brand Building and Management in the Digital Age," *Journal of International Marketing*, 28 (1), 13-27.

- Winner of the S. Tamer Cavusgil award, which honors the *Journal of International Marketing* article from the most recent calendar year (2020) that has made the most significant contribution to the advancement of the practice of international marketing management.

Rajavi, Koushyar, Tarun Kushwaha, and Jan-Benedict E.M. Steenkamp (2019), "In Brands We Trust? A Multi-Category and Multi-Country Investigation of Sensitivity of Consumers' Trust in Brands to Marketing-Mix Activities," *Journal of Consumer Research*, 46 (December), 651-670.

Gielens, Katrijn and Jan-Benedict E.M. Steenkamp (2019), "Branding in the Era of Digital (Dis)Intermediation," *International Journal of Research in Marketing*, 36 (3), 367-384.

- Finalist for the *IJRM Best Article Award*

Steenkamp, Jan-Benedict E.M. (2019), "The Uncertain Future of Globalization: Implications for Global Consumer Culture and Global Brands," *International Marketing Review*, 36 (4), 524-535.

- Lead article

Dinner, Isaac, Tarun Kushwaha, and Jan-Benedict E.M. Steenkamp (2019), "Marketing Capabilities and International Marketing Crises: The Role of Psychic Distance," *Journal of International Business Studies*, 50 (April), 339-364.

Steenkamp, Jan-Benedict E.M. (2019), "Global versus Local Consumer Culture: Theory, Measurement, and Future Research Directions," *Journal of International Marketing*, 27 (1), 1-19.

- Lead article
- Finalist for the S. Tamer Cavusgil award, which honors the *Journal of International Marketing* article from the most recent calendar year (2019) that has made the most significant contribution to the advancement of the practice of international marketing management.

Liu, Angela Xia, Jan-Benedict E.M. Steenkamp, and Jurui Zhang (2018), "Agglomeration as Driver of the Volume of Electronic Word of Mouth in Restaurant Industry," *Journal of Marketing Research*, 55 (August), 507-523.

Lamey, Lien, Barbara Deleersnyder, Jan-Benedict E.M. Steenkamp, and Marnik G. Dekimpe (2018), "New Product Success in the Consumer Packaged Goods Industry: A Shopper Marketing Approach," *International Journal of Research in Marketing*, 35 (3), 432-452.



Steenkamp, Jan-Benedict E.M. (2018), “The Future of the Marketing Department at Business Schools,” *Journal of the Academy of Marketing Science*, 46 (2), 169-172.

Krishnan, Rekha, Inge Geyskens, and Jan-Benedict E.M. Steenkamp (2016), “The Effectiveness of Contractual and Trust-Based Governance in Strategic Alliances under Behavioral and Environmental Uncertainty,” *Strategic Management Journal*, 38 (December), 2521-2542.

De Jong, Martijn G., Jean-Paul Fox, and Jan-Benedict E.M. 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
- Selected by the Academic Trustees of the Marketing Science Institute (MSI) as a “must-read” for marketers

Steenkamp, Jan-Benedict E.M. and Alberto Maydeu-Olivares (2015), “Stability and Change in Consumer Traits: Evidence from a Twelve-Year Longitudinal Study, 2002-2013,” *Journal of Marketing Research*, 52 (June), 287-308.

- Lead article
- Included in “Journal Selections of the Marketing Science Institute,” recognizing “articles [published in the leading marketing journals in the previous six months] that are noteworthy for their managerial relevance and potential to improve marketing practice”

Steenkamp, Jan-Benedict E.M. and Inge Geyskens (2014), “Manufacturer and Retailer Strategies to Impact Store Brand Share: Global Integration, Local Adaptation, and Worldwide Learning,” *Marketing Science* 33 (January-February), 6-26.

- Lead article

Steenkamp, Jan-Benedict E.M. (2014), “How Global Brands Create Firm Value: The 4V Model,” *International Marketing Review*, 31 (1), 5-29.

- Lead article
- Winner of the *Emerald Outstanding Paper Award for the best article in IMR*
- Downloaded over 15,000 times since 2013

Kumar, Nirmalya and Jan-Benedict E.M. Steenkamp (2013), “Marketing to the Diaspora,” *Harvard Business Review*, 91 (October), 127-131.

Van Heerde, Harald, Maarten Gijsenberg, Marnik G. Dekimpe, and Jan-Benedict E.M. Steenkamp (2013), “Price and Advertising Effectiveness over the Business Cycle,” *Journal of Marketing Research*, 50 (April), 177-193.

- Finalist for the 2013 *Paul E. Green Award*
- Finalist for the 2018 *O’Dell Award*

- Kalaignanam, Kartik, Tarun Kushwaha, Jan-Benedict E.M. Steenkamp, and Kapil Tuli (2013), “The Effect of CRM Outsourcing on Shareholder Value: A Contingency Perspective,” *Management Science*, 59 (March), 748-769.
- Steenkamp, Jan-Benedict E.M. and Inge Geyskens (2012), “Cultural Boundedness of Transaction Costs Economics: A Test of Hypotheses Based on Inglehart and Hofstede,” *Journal of the Academy of Marketing Science*, 40 (March), 252-270.
- Lamey, Lien, Barbara Deleersnyder, Jan-Benedict E.M. Steenkamp, and Marnik G. Dekimpe (2012), “The Effect of Business Cycle Fluctuations on Private-Label Share: What Has Marketing Conduct Got to Do with It?” *Journal of Marketing*, 76 (January), 1-19.
- Lead article
  - Finalist for the 2012 MSI/H. Paul Root Award
- Steenkamp, Jan-Benedict E.M. and Eric Fang (2011), “The Impact of Economic Contractions on the Effectiveness of R&D and Advertising: Evidence from U.S. Companies Spanning Three Decades,” *Marketing Science*, 30 (July-August), 628-645.
- Steenkamp, Jan-Benedict E.M., Harald van Heerde, and Inge Geyskens (2010), “What Makes Consumers Willing to Pay a Price Premium for National Brands over Private Labels?,” *Journal of Marketing Research*, 47 (December), 1011-1024.
- Finalist for the 2015 O’Dell Award
  - Cited > 500 times
- 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.
- Winner of the 2020 AMA Global Marketing SIG Excellence in Global Marketing Research Award for long-term impact
  - Cited > 500 times
- 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. and 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. and Nirmalya Kumar (2009), “Don’t Be Undersold!,” *Harvard Business Review*, 87 (December), 90-95.

- Deleersnyder, Barbara, Marnik G. Dekimpe, Jan-Benedict E.M. Steenkamp, and Peter S.H. Leeflang (2009), "The Role of National Culture in Advertising's Sensitivity Business Cycles: An Investigation across Continents," *Journal of Marketing Research*, 46 (October), 623-636.
- De Jong, Martijn G., Jan-Benedict E.M. Steenkamp, Bernard P. Veldkamp (2009), "A Model for the Construction of Country-Specific, Yet Internationally Comparable Short-Form Marketing Scales," *Marketing Science*, 28 (July-August), 674-689.
- Geyskens, Inge, Rekha Krishnan, Jan-Benedict E.M. Steenkamp, and Paulo V. Cunha (2009), "A Review and Evaluation of Meta-Analysis Practices in Management Research," *Journal of Management*, 35 (March), 393-419.
- Ailawadi, Kusum, Koen Pauwels, and Jan-Benedict E.M. Steenkamp (2008), "Private Label Use and Store Loyalty," *Journal of Marketing*, 72 (November), 19-30.
- Winner of the *Emerald Management Reviews Citation of Excellence Award*
  - Cited > 500 times
- Gielens, Katrijn, Linda Van de Gucht, Jan-Benedict E.M. Steenkamp, and Marnik Dekimpe (2008), "Dancing with the Giant: The Effect of Wal-Mart's Entry in the U.K. on the Performance of European Retailers," *Journal of Marketing Research*, 45 (October), 519-534.
- Fang, Eric, Robert W. Palmatier, and Jan-Benedict E.M. Steenkamp (2008), "Effect of Service Transition Strategies on Firm Value," *Journal of Marketing*, 72 (September), 1-14.
- Lead article
  - Winner of the 2009 *AMA SERVSIG Best Services Article Award*
  - Cited > 1,000 times
- De Jong, Martijn, 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.
- Deleersnyder, Barbara, Marnik G. Dekimpe, Jan-Benedict E.M. Steenkamp, and Oliver Koll (2007), "Win-win Strategies at Discount Stores," *Journal of Retail and Consumer Services*, 14 (5), 309-318.
- De Jong, Martijn, 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.
- Gielens, Katrijn and Jan-Benedict E.M. Steenkamp (2007), "Drivers of Consumer Acceptance of New Packaged Goods: An Investigation across Products and Countries," *International Journal of Research in Marketing*, 24 (June), 97-111.
- Lead article
  - Finalist for the *IJRM Best Article Award*

Palmatier, Rob, Lisa K. Scheer, and Jan-Benedict E.M. Steenkamp (2007), "Customer Loyalty to Whom? Managing the Benefits and Risks of Salesperson-Owned Loyalty," *Journal of Marketing Research*, 44 (May), 185-199.

- Winner of the 2014 *Stern Award*
- Cited > 500 times

Kumar, Nirmalya and Jan-Benedict E.M. Steenkamp (2007), "Brand versus Brand," *International Commerce Review*, 7 (1), 47-53.

Lamey, Lien, Barbara Deleersnyder, Marnik G. Dekimpe, and Jan-Benedict E.M. Steenkamp (2007), "How Business Cycles Contribute to Private Label Success: Evidence from the United States and Europe," *Journal of Marketing* 71 (January), 1-15

- Lead article
- Finalist for the *Marketing Science Institute/H. Paul Root Best Article Award*
- Cited > 500 times

Burgess, Steven M. and Jan-Benedict E.M. Steenkamp (2006), "Marketing Renaissance: How Research in Emerging Consumer Markets Advances Marketing Science and Practice," *International Journal of Research in Marketing*, 23 (December), 337-356.

- Lead article
- Cited > 1,000 times

Alden, Dana L. Jan-Benedict E.M. Steenkamp, and Rajeev Batra (2006), "Consumer Attitudes toward Marketplace Globalization: Structure, Antecedents, and Consequences," *International Journal of Research in Marketing*, 23 (September), 227-239.

- Lead article
- Finalist for the *IJRM Best Article Award*
- Cited > 500 times

Baumgartner, Hans and Jan-Benedict E.M. Steenkamp (2006), "An Extended Paradigm for Measurement Analysis Applicable to Panel Data," *Journal of Marketing Research*, 43 (August), 431-442.

- A French translation of this paper was reprinted in *Recherche et Applications en Marketing*, Vol. 21 (2006), no. 4, pp. 79-97

Steenkamp, Jan-Benedict E.M. and Inge Geyskens (2006), "How Country Characteristics Affect the Perceived Value of Web Sites," *Journal of Marketing*, 70 (July), 136-150.

- Cited > 500 times

Geyskens, Inge, Jan-Benedict E.M. Steenkamp, and Nirmalya Kumar (2006), "Make, Ally, or Buy? A Meta-Analysis of Transaction Cost Theory," *Academy of Management Journal*, 49 (June), 519-543.

- Quoted by Oliver Williamson in his 2009 Economics Nobel Prize acceptance speech

- Cited > 1,000 times

Brown, S.W., F.E. Webster, J.-B.E.M. Steenkamp, W.L. Wilkie, J.N. Sheth, R.S. Sisodia, R.A. Kerin, D. J. MacInnis, L. McAlister, J. S. Raju, R. J. Bauerly, D. T. Johnson, M. Singh, R. Staelin, (2005), “Marketing Renaissance: Opportunities and Imperatives for Improving Marketing Thought, Practice, and Infrastructure,” *Journal of Marketing*, 69 (October), 1–25.

- Lead article

Verlegh, Peeter W.J., Jan-Benedict E.M. Steenkamp, and Matthew T.G. Meulenberg (2005), “Country of Origin Effects in Consumer Processing of Advertising Claims,” *International Journal of Research in Marketing*, 22 (June), 127-139.

Steenkamp, Jan-Benedict E.M., Vincent Nijs, Dominique M. Hanssens, and Marnik G. Dekimpe (2005), “Competitive Reactions and Advertising and Promotion Shocks,” *Marketing Science*, 24 (Winter), 35-54.

Dekimpe, Marnik G., Dominique M. Hanssens, Vincent R. Nijs, and Jan-Benedict E.M. Steenkamp (2005), “Measuring Short- and Long-run Promotional Effectiveness on Scanner Data Using Persistence Modeling,” *Applied Stochastic Models in Business and Industry*, 21, 409-416.

Laros, Fleur J.M. and Jan-Benedict E.M. Steenkamp (2005), “Emotions in Consumer Behavior: A Hierarchical Approach,” *Journal of Business Research*, 58 (October), 1437-1445.

- Cited > 1,000 times

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- Winner of the *John D.C. Little Award*
- Winner of the *Frank M. Bass Award*
- Finalist for the 2011 *INFORMS Society for Marketing Science Long Term Impact Award*
- Featured in McAlister, L., R. Bolton, and R. Rizley (eds.) (2006), *Essential Readings in Marketing*, Cambridge, MA: Marketing Science Institute.
- Cited > 500 times

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- Finalist for the *Paul E. Green Best Article Award*
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- Winner of the 2007 AMA Global Marketing SIG Excellence in Global Marketing Research Award for long-term impact
- Cited > 1,000 times
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### **Book chapters (English only)**

Steenkamp, Jan-Benedict E.M., Rajeev Batra, and Dana Alden (2023), “How Perceived Brand Globalness Creates Brand Value: Looking Back, Looking Ahead,” in: Saeed Samiee, Constantine S. Katsikeas, and Petra Riefler, eds., *Key Developments in International Marketing - Influential Contributions and Future Avenues for Research*, Springer (in press).

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## **Presentations**

### *Academic conferences*

My work has been presented at over 150 academic conferences including INFORMS (Marketing Science), ACR, EMAC, and AMA, as well as numerous universities around the world.

### *Presentations at conferences and symposia for industry*

Chaired eight industry conferences and presented at over 100 conferences and executive symposia in Western Europe, Eastern Europe, North America, Latin America, Asia, Australia, and Africa. Topics include Global Marketing, Consumer Behavior, Branding, Private Labels, Retailing, Product development.

### *Media*

I have appeared on national television in the U.S. (Bloomberg, Wall Street Journal), China, India, the Netherlands, and South Africa, and on radio (U.S., Netherlands, South Africa), and my work has been featured in the *Wall Street Journal*, *Financial Times*, *The Economist*, *New York Times*, *Los Angeles Times*, *The Times of India*, *Hindustan Times*, *China Daily*, *Ad Age*, *Business Today*,

*Bloomberg Businessweek*, regional U.S. newspapers, a variety of trade magazines (CEO Magazine, Executive Outlook, British Brands,...), web sites, and blogs.

### Doctoral Students (Supervisor)

- *Rajavi, Koushyar*, “Essays on Brand Trust,” University of North Carolina (co-chair), Initial placement: Georgia Tech, 2018.
- *Van Ewijk, Bernadette*, “Purchase Behavior of Consumers in Emerging Markets,” Tilburg University (co-chair), Initial placement: University of Amsterdam, 2018.
- *Landale, Karen (Maj.)*, “Examining Accession and Retention and the Role of Relationship Marketing in Public Service Organizations,” University of North Carolina, Initial placement: United States Naval Postgraduate School, Monterey, 2014.
- *Woodruff, Todd (Lt. Col.)*, “Membership Identification and Behaviors: A Longitudinal Investigation Applied to the U.S. Army,” University of North Carolina, Initial placement: United States Military Academy at West Point, 2012.
- *Taylor, Carolyn*, “Essays on Advertising Effectiveness,” Initial placement: Towson University, 2012.
- *Gijzenberg, Maarten*, “Timing is Money: In Search of the Role of Timing in Marketing Decisions and Effectiveness,” Catholic University of Leuven (co-chair). Initial placement: University of Mons (FUCAM), 2009. Present position: full professor at University of Groningen. [Finalist for the 2010 EMAC-McKinsey Doctoral Dissertation Award.]
- *Lamey, Lien*, “The Private-Label Nightmare: Can National Brands Ever Wake Up?” Catholic University of Leuven (co-chair), 2008. Initial placement: Lessius University College. Present position: associate professor (with tenure) at Catholic University Leuven. [Winner of the inaugural (2009) EMAC-McKinsey Doctoral Dissertation Award.]
- *Chow, Man-Wai*, “A New Perspective on Punishment and Rewards in Marketing Channel Relationship,” Tilburg University (co-chair), 2007. Initial placement: Accenture.
- *De Jong, Martijn*, “Response Bias in International Marketing Research,” Tilburg University (chair), 2006. Initial placement: Erasmus University Rotterdam (the Netherlands). [graduated summa cum laude]. Present position: full professor at Erasmus University.
- *Laros, Fleur*, “Emotions in Consumer Research: An Application to Novel Food Products,” Tilburg University (chair), 2006. Initial placement: Züricher Hochschule Winterthur (Switzerland).
- *Michaut, Anne*, “Consumer Acceptance of New Products,” Wageningen University (co-chair), 2004. Initial placement: HEC, Paris (France).
- *Nijs, Vincent*, “Essays on the Dynamic Category-Level Impact of Price Promotions,” Catholic University of Leuven (co-chair), 2001. Initial placement: Kellogg School of Management, Northwestern University. Present position: associate professor (with tenure), UC San Diego.
- *Verlegh, Peeter*, “Country-of-Origin Effects on Consumer Product Evaluations,” Wageningen University (co-chair), 2001. Initial placement: Erasmus University Rotterdam (the Netherlands). Present position: full professor and department chair, Free University Amsterdam.

- *Ter Hofstede, Frenkel*, "International Market Segmentation," Wageningen University (co-chair), 1999. Initial placement: Carnegie-Mellon University. Last position: associate professor (with tenure) at University of Texas at Austin. [graduated summa cum laude]
- *Geyskens, Inge*, "Channel Member Satisfaction: The Construct, its Antecedents, and its Consequences," Catholic University of Leuven (chair), 1998. Initial placement: Tilburg University. Present position: full professor and co-chair of the marketing department at Tilburg University.
- *Van Trijp, Hans C.M.*, "Variation in Behavior," Wageningen University, 1995 (co-chair). Initial placement: Wageningen University (the Netherlands). Present position: full professor and department chair at Wageningen University.
- *Wedel, Michel*, "Clusterwise Regression and Market Segmentation," Wageningen University, 1990 (co-chair). Initial placement: University of Groningen (the Netherlands). Present position: University Distinguished Professor at University of Maryland.

#### *Other Doctoral Committees*

- Eapen, Tojin, "Essays in Creative New Product Design," UNC, 2020.
- Bei, Julien, "Essays on Retail Entry and Exit," UNC 2019.
- Van Lin, Arjen, "Grocery Retail Dynamics and Store Choice," Tilburg University, 2014.
- Melnyk, Valentyna, "Creating Effective Loyalty Programs Knowing What (Wo-)Men Want," Tilburg University, 2006.
- Smit, Willem, "Market Information Sharing in Channel Relationships: Its Antecedents and Consequences," Erasmus University Rotterdam, 2006.
- Louro, Maria, "Leaving Pleasure: Positive Emotions and Goal-Directed Behavior," Tilburg University, 2005.
- Leenheer, Jorna, "The Adoption and Effectiveness of Loyalty Programs in Retailing," Tilburg University, 2004.
- Deleersnyder, Barbara, "Marketing in Turbulent Times," Catholic University of Leuven, 2003.
- Wuyts, Stefan H.K., "Partner Selection in Business Markets - A Structural Embeddedness Perspective," Erasmus University, 2003.
- Ingenbleek, Paul, "Money for Value," Tilburg University, 2002.
- Van Ittersum, Koert, "The Role of Region of Origin in Consumer Decision Making and Choice," Wageningen University, 2001.
- Van Herpen, Erica, "Perceptions and Evaluations of Assortment Variety," Tilburg University, 2001.
- Pennings, Joost, "The Market for Hedging Services: A Marketing-Finance Approach," Wageningen University, 1998.
- Van Reekom, Johan, "Corporate Identity: Development of Concept and Measurement Instrument," Erasmus University, 1998.
- Horst, Suzan, "Risk and Economic Consequences of Contagious Animal Disease Introduction," Wageningen University, 1998.
- Campo, Katia, "Variety Seeking Behavior and In-Store Marketing," University of Antwerp (UFSIA), 1997.



- Vriens, Marco, “Conjoint Analysis in Marketing,” University of Groningen, 1995.
- Riezebos, Rik J., “Brand-Added Value,” Erasmus University, 1994.
- Hovenier, Ron, “Breeding for Meat Quality in Pigs,” Wageningen University, 1993.
- Schifferstein, Rick N.J., “Sensory Interactions in Mixtures of Tastants,” Wageningen University, 1992.

## **TEACHING**

### *Formal courses*

- Leadership Lessons from History (across MBA/EMBA/online MBA)
- Global Brand Strategy (undergraduate/online MBA/EMBA)
- Global Marketing Strategy (undergraduate/ MBA/online MBA/EMBA)
- Consumer Behavior (Undergraduate/MBA/MSc/PhD)
- Marketing Research Techniques (Undergraduate/MSc)
- Psychometric Modeling in Business (PhD)

### *Executive Teaching*

- Global Marketing, Strategy, Branding, Product Policy, and Market Segmentation for a number of in-company and executive programs of Tilburg University, IESE, University of Cape Town, Catholic University of Leuven, Wageningen University.

### *Universities*

- Taught either full time or as visitor at University of North Carolina at Chapel Hill (U.S.), Tilburg University (NL), Catholic University of Leuven (Belgium), Wageningen University (NL), University of Michigan (U.S.), IESE (Spain), Aston University (U.K.), University of Cape Town (South Africa), Murcia University (Spain), Tsinghua University (China), University of Innsbruck (Austria), East China Normal University (China), ITESM (Mexico).

## **SERVICE**

### **External service**

#### *Marketing profession: American Marketing Association*

- *Journal of International Marketing*, co-editor special issue “Brands and Branding in an International Context.”
- Associate Editor, *Journal of Marketing*, 2011-2014, 2018-2022.
- Advisory Board, *Journal of Marketing*, 2018-2022.
- Associate Editor, *Journal of Marketing Research*, 2009-2020.
- Editorial Review Board, *Journal of International Marketing*, 2017-present.
- 2020 AMA/Marketing Science Institute/H. Paul Root Award Selection Committee, *Journal of Marketing*, 2021
- 2019 Sheth Foundation/*Journal of Marketing* Award Selection Committee, 2019.

- Editorial Review Board, *Journal of Marketing*, 2002-2011, 2014-2018.
- Editorial Review Board, *Journal of Marketing Research*, 2001-2009.
- Chair O'Dell Award Committee, 2014.
- Chair Green Award Committee, 2012.
- O'Dell Award Committee (member), 2008.
- Search committee new editor for the *Journal of International Marketing*, 2006.
- Chair O'Dell Award Committee, 2005.
- AMA-Seth Doctoral Consortium, various years.

*Marketing profession: Other journals*

- Editor, *International Journal of Research in Marketing*, 1998-2000.
- *International Journal of Research in Marketing*, co-editor "Marketing in Emerging Markets, 2013, issue 1.
- Editorial Review Board, *Marketing Science*, 2003-2021.
- Editorial Review Board, *Journal of Consumer Research*, 1991-2014.
- Editorial Review Board, *Journal of the Academy of Marketing Science*, 2013-present.
- Editorial Review Board, *International Journal of Research in Marketing*, 1993-1997.
- Departmental Editor, *Management & Business Research*, 2018-present.
- Consulting Editor, *International Journal of Research in Marketing*, 2001-2006.
- Advisory Board, *International Marketing Review*, 2013-present.
- Policy Board, *International Journal of Research in Marketing*, 2009-2015.
- Search Committee editor, *International Journal of Research in Marketing*, 2011-2012.
- Search Committee founding editor, *Journal of Marketing Behavior*, 2010.
- Chair Search Committee editor, *International Journal of Research in Marketing*, 2008-2009.

*Marketing profession: Other organizations*

- Vice President Publications of the European Marketing Academy (EMAC), 2005-2008.
- Academic Trustee, Marketing Science Institute (Boston, USA), 2001-2007.
- Executive Committee of the European Marketing Academy, 1998-2000, 2005-2008.
- Panel of the INFORMS Society for Marketing Science Practice Prize, 2006.
- Task force on Transformative Consumer Research, Association for Consumer Research, 2005.
- Economics and Business Administration Research Council, Belgian National Science Foundation – Flanders (FWO), 2004-2007.
- International Advisory Board of the Danish program on market-based process and product innovation in the food sector (MAPP), 1997-2001.
- Coordinator for the European Doctoral Education Network (EDEN), responsible for the course: "Research Methods in Marketing," 1996-2006.
- Applied Economics and Business Administration Research Council, Netherlands National Science Foundation, 1990-1994.
- Committee on Agro-Industrial Research, European Commission, 1990-1994.
- Academic Council, Netherlands' Marketing Association, 1986-1992.

### *Selected Conference Organization*

- Track chair “Marketing in Times of Uncertainty & Renewal,” Winter AMA Conference, 2022.
- Branding Conference, Shanghai (co-chair), 2018, 2019, 2020.
- Marketing Dynamics Conference, Tsinghua University (co-chair), 2015.
- Marketing Dynamics Conference, UNC (co-chair), 2013.
- International Conference “Marketing in Emerging Economies: An Agenda for the Next Decade,” Amritsar, India (co-chair), 2012.
- Brands and Branding in Law, Accounting, and Marketing, UNC (co-chair), 2012.
- European Marketing Academy (program committee), 1992-1998, 2003.
- European Marketing Academy (organizer of special session), 1997, 2000, 2003, 2006, 2007, 2008.
- European Marketing Academy (session chair), 1991, 1992, 1995-2001, 2003, 2006, 2007, 2008.
- Association for Consumer Research (program committee), 1992, 1994, 1997, 1999, 2005, 2008.
- International Research Seminar on Marketing Communications and Consumer Behavior (scientific committee), 1999, 2001, 2003, 2005, 2009.
- Steering Committee 6<sup>th</sup> triennial Invitational Choice Symposium, Boulder (CO), 2004.

### **Internal service**

#### *University of North Carolina at Chapel Hill*

- Post Tenure Review Committee, 2019-2020.
- Marketing Area Chair, 2006-2018.

#### *Tilburg University*

- Academic Council, TiasNimbas Business School 2002-2007.
- CentER Board of Directors, 2003-2006.
- Director Graduate Programs in Business, 2003-2006.
- Board of Trustees, Tilburg University newspaper “Univers,” 2001-present (Chairman: 2003-2006).
- Policy and Steering Committee, Ph.D. Program in Business, 2000-2003.
- Research Coordinator Marketing, 2000-2006.
- Committee on developing the PhD program in business administration, 1999-2000.

#### *Catholic University of Leuven*

- Executive Committee of the business school, 1998-1999.
- Head of Marketing Area, 1994-1999.
- Library Committee Behavioral Sciences, 1994-1999.
- Library Committee Faculty of Economics and Business (Chair), 1994-1999.

*Wageningen University*

- Research Supervisor, Department of Marketing, 1997-1999.
- Scientific Advisory Council, Mansholt Research Institute for Economics, 1993-1999.
- Marketing Department Research Committee, Chairman, 1991-1992.
- Faculty Research Review Committee, 1991-1992.
- University Committee on Consumer Research (Chairman), 1990-1999.
- Curriculum Committee for Economics, 1981-1983, 1986-1989.
- Educational coordinator, 1986-1989.