



VITA: Jan-Benedict E.M. Steenkamp

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Academic degrees

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

Academic appointments

2006-present	C. Knox Massey Distinguished Professor of Marketing, University of North Carolina at Chapel Hill.
2000-2006.	CentER Research Professor of Marketing and GfK Professor of International Marketing Research, Tilburg University, Netherlands.
1998.	William Davidson Visiting Professor, University of Michigan Business School, University of Michigan, USA.
1996-1999.	Professor of Marketing, Catholic University of Leuven, Belgium.
1996-2000.	GfK Professor of International Marketing Research, Wageningen University,

	Netherlands.
1992-1996.	Associate Professor of Marketing, Catholic University of Leuven, Belgium.
1991-1996.	AGB Professor of International Marketing Research, Wageningen University, Netherlands.
1989-1990, 1993.	Visiting Research Scholar, College of Business Administration, Pennsylvania State University, USA.
1988-1992.	Acting Associate Professor of Marketing, Wageningen University, Netherlands.
1985-1988.	Assistant Professor of Marketing, Wageningen University, Netherlands.
1983-1985.	Lecturer, Wageningen University, Netherlands.

Other positions

1999-present. Co-Founder and Executive Director of AiMark (<http://www.aimark.org/>).

AiMark is the center for Advanced International Marketing Knowledge. It is a non-profit foundation, bringing together the academic world and CPG companies with the mission to be the Leader in CPG Consumer and Market Knowledge. AiMark is driven by our vision that the long-term driver for business success is in-depth knowledge of the consumer, the continuous incorporation of this knowledge into the business and translation into innovative strategy and tactics. AiMark is about *creating* marketing knowledge, *sharing* this knowledge with its company members, and *implementing* this knowledge in company strategies. To achieve these objectives it combines a set of unique resources:

- AiMark has assembled a group of world-leading marketing academics from the top business schools in Europe, North America and Australasia. This group is at the cutting edge of marketing science -documented by their publication records and research prizes – and have a passion for doing managerially relevant work. AiMark’s academic trustees are: Kusum Ailawadi (Dartmouth), Steven M. Burgess (Nelson Mandela Metropolitan), Yubo Chen (Tsinghua), Marnik Dekimpe (Tilburg), Hubert Gatignon (INSEAD), Karen Gedenk (Hamburg), Els Gijsbrechts (Tilburg), Nicole Koschate (Nuremberg), Gilles Laurent (HEC Paris), Koen Pauwels (Oyzevin), John Roberts (Australian National University and London Business School), Harald van Heerde (Massey), Peter Verhoef (Groningen)
- AiMark’s company members share their most pressing issues and also make sure that our advice is under close scrutiny. The mutual respect of our academic and corporate partners is a cornerstone of our progress. Business trustees include Alpro, Alterian, Beiersdorf, Coca Cola, CPW (Cereal Partners Worldwide the Nestle & General Mills joint venture), Europanel, Ferrero, GfK, Google, Grolsch, Heineken, Heinz, Kantar Worldpanel, KPN, Kraft Foods, Nestlé, Procter & Gamble, Symphony IRI Group, and Unilever.
- AiMark’s partners in marketing research (Europanel, TNS, GfK; IRI) give access to continuous purchasing records of some 200,000 households and marketing stimuli in more than 50 countries, augmented by survey data.

Lifetime awards

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.”
2010. Doctor Mercaturae Honoris Causa by Aarhus University (Denmark) for contributions to marketing science.
2009. Kenan-Fagler’s Weatherspoon Award for Excellence in Research.
2005. Dr. Hendrik Muller lifetime prize for Behavioral and Social Sciences, which is 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.

Awards for Specific Publications

2013. Finalist for the 2012 MSI/H. Paul Root Award for the paper “The Effect of Business Cycle Fluctuations on Private-Label Share: What Has Marketing Conduct Got to Do with It?” This award is given to “a paper [published in the preceding year in the *Journal of Marketing*] that has made a significant contribution to the advancement of the practice of marketing.”
2011. Finalist for the 2011 INFORMS Society for Marketing Science Long Term Impact Award for the paper “The Category-Demands Effects of Price Promotions.”
2010. Winner of the 2010 EMAC-IJRM Jan-Benedict E.M. Steenkamp Award for Long-term Impact, which recognizes exceptional contributions in academic marketing research published in the *International Journal of Research in Marketing* for the paper: “An Investigation into the Joint Effects of Trust and Dependence on Relationship Commitment: A Trans-Atlantic Study.” This paper was published in 1996, and had received 423 Google scholar citations at the time the award was given.
2010. Winner of 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. 2009 Best Services Article Award given by the AMA Services Marketing SIG for the paper “Effect of Service Transition Strategies on Firm Value,” (published in the *Journal of Marketing*). This award is given to “the best services article in the previous calendar year.”
2009. Emerald Management Reviews Citation of Excellence Award for the paper “Private Label Use and Store Loyalty,” which appeared in the *Journal of Marketing*. This

award is given to the 50 best articles in business and economics that appeared in the previous year and was chosen out of 15,000 articles that appeared in the top 400 business and economics journals.

2008. Finalist for the 2007 Marketing Science Institute/H. Paul Root Award for the article in the *Journal of Marketing* that has made a “significant contribution to the advancement of the practice of marketing” for the paper “How Business Cycles Contribute to Private Label Success: Evidence from the United States and Europe.”
2008. Finalist for the IJRM Best Article Award for the best paper that appeared in 2007 in the *International Journal of Research in Marketing* for the paper “Drivers of Consumer Acceptance of New Packaged Goods: An Investigation across Products and Countries.”
2007. Excellence in Global Marketing Research Award given by the AMA Global Marketing SIG for the paper “Brand Positioning through Advertising in Asia, North America, and Europe: The Role of Global Consumer Culture,” (published in the *Journal of Marketing*). The award recognizes the author(s) of “an outstanding research article published within the last 10 years, which has significantly influenced the direction of global marketing.”
2007. Finalist for the IJRM Best Article Award for the best paper that appeared in 2006 in the *International Journal of Research in Marketing* for the paper “Consumer Attitudes Toward Marketplace Globalization: Structure, Antecedents, and Consequences.”
2006. Finalist for the O’Dell Award for the 2001 article in the *Journal of Marketing Research* that has made the “most significant long-term contribution to marketing theory, methodology, and/or practice” for the paper “Response Styles in Marketing Research: A Cross-National Investigation.”
2004. O’Dell Award for the 1999 article in the *Journal of Marketing Research* that has made the “most significant long-term contribution to marketing theory, methodology, and/or practice” for the paper “International Market Segmentation Based on Consumer-Product Relations.”
2004. Excellence in Global Marketing Research Award given by the AMA Global Marketing SIG for the paper “Assessing Measurement Invariance in Cross-National Consumer Research” (published in the *Journal of Consumer Research*). The award recognizes the author(s) of “an outstanding research article published within the last 10 years, which has significantly influenced the direction of global marketing.”
2003. Frank M. Bass Award for the best marketing paper derived from a Ph.D. thesis published in an INFORMS-sponsored journal that appeared in the preceding two years, for the paper: “The Category Demand Effects of Price Promotions.”
2003. Finalist for the John D.C. Little Award for the best marketing paper that appeared in 2002 in *Marketing Science* or *Management Science* for the paper “Identifying Spatial Segments in International Markets.”
2003. Finalist for the IJRM Best Article Award for the best paper that appeared in 2002 in the *International Journal of Research in Marketing* for the paper “International Market Segmentation: Issues and Perspectives.”
2002. John D.C. Little Award for the best marketing paper that appeared in 2001 in

- Marketing Science* or *Management Science* for the paper: “The Category Demand Effects of Price Promotions.”
2002. Finalist for the Paul E. Green Award for the best article that appeared in 2001 in the *Journal of Marketing Research* for the paper “Response Styles in Marketing Research: A Cross-National Investigation.”
2000. Finalist for the Paul E. Green Award for the best article that appeared in 1999 in the *Journal of Marketing Research* for the paper “International Market Segmentation Based on Consumer-Product Relations.”
1998. IJRM Best Article Award for the best paper that appeared in 1997 in the *International Journal of Research in Marketing* for the paper “Decline and Variability in Brand Loyalty.”

Other selected honors

2013. Winner of Kenan-Flagler’s Mentoring Award in Research, which recognizes mentoring of junior colleagues.
2013. Recognized as “Teaching All Star” by the MBA program.
2009. Outstanding Reviewer Award, *Journal of Marketing*.
2008. Ranked # 1 in the world on scholarly influence in marketing 1997-2006. Source: Lynch, John G. (2008), “The Individual Scholar and the School: Scholarly Influence of Thirty Top Marketing Faculties and Their PhD Alumni 1997-2006,” Working paper, Duke University.
2008. The new award which recognizes 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>).
2003. Elected Fellow of the European Marketing Academy.
1997. Appointed Honorary Professor of the European Institute for Advances Studies in Management (EIASM).
1989. Ph.D. Summa Cum Laude ("met lof")
1983. M.Sc. Summa Cum Laude ("met lof")
1981. B.Sc. Summa Cum Laude ("met lof")

TEACHING EXPERIENCE

Formal courses

- Global Marketing (undergraduate/daytime MBA/online MBA)
- Consumer Behavior (Undergraduate/MBA/MSc)

- Marketing Research Techniques (Undergraduate/MSc)
- Marketing Research Methodology (PhD)
- Advanced Psychometric Modeling in Business (PhD)

Executive Teaching

- Global Marketing, Strategy, Branding, Product Policy, and Market Segmentation for a number of in-company (e.g., ING Group, P&G, CSM, Campina) and executive (MBA) 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), University of Innsbruck (Austria), West Point Military Academy (U.S.).

PROFESSIONAL AND UNIVERSITY ACTIVITIES

Editorial and reviewing activities

Editor:

International Journal of Research in Marketing, 1998- 2000.

Associate Editor:

Journal of Marketing Research, 2009-present.

Journal of Marketing, 2011-present.

Consulting Editor:

International Journal of Research in Marketing, 2001-2006.

Editorial Review Board:

International Journal of Research in Marketing, 1993-1997.

Journal of Consumer Research, 1991-present.

Journal of Marketing, 2002-2011.

Journal of Marketing Research, 2001-2009.

Marketing Science, 2003-present.

Policy Board:

International Journal of Research in Marketing, 2009-present.

Senior Advisory Board
Recherche et Applications en Marketing, 2012-present
International Marketing Review, 2013-present.

Special Issue Editor:
Special issue of *International Journal of Research in Marketing* on “Marketing in Emerging Markets” (with Steven M. Burgess), 2013.

Selected Conference Organization

- 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 6th triennial Invitational Choice Symposium, Boulder (CO), 2004.

Presentations

Academic conferences

My work has been presented at over 100 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), Netherlands, and India, 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.

Consulting

Procter & Gamble, 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, the international lawyer's groups King & Spalding Lawyers LLP, Shook, Hardy, & Bacon LLP, and Sidley Austin LLP, and others.

Administrative Service

University of North Carolina at Chapel Hill

- Marketing Area Chair, 2006-present.

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 (Chair: 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.
- Marketing Area Coordinator, 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, Chair, 1991-1992.
- Faculty Research Review Committee, 1991-1992.
- University Committee on Consumer Research (chair), 1990-1999.
- Curriculum Committee for Economics, 1986-1989.
- Educational coordinator, 1986-1989.

Marketing profession

- Chair Green Award Committee, 2012.

- Search committee new editor for the *International Journal of Research in Marketing*, 2011-2012.
- Search committee founding editor for the new EMAC journal, *Journal of Marketing Behavior*, 2010
- Search committee new editor for the *International Journal of Research in Marketing*, 2008-2009.
- O'Dell Award Committee (member), 2008.
- 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.
- Search committee new editor for the *Journal of International Marketing*, 2006.
- Panel of the INFORMS Society for Marketing Science Practice Prize, 2006.
- Task force on Transformative Consumer Research, Association for Consumer Research, 2005.
- Chair O'Dell Award Committee, 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.

Doctoral Committees

Supervisor

- Landele, Karen (Maj.), "Relationship Marketing Approaches to Employee Retention," University of North Carolina, Initial placement: United States Naval Postgraduate School, Monterey, expected date: 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.
- Gijsenberg, 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. [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. [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: associate 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.
- Verlegh, Peeter, "Country-of-Origin Effects on Consumer Product Evaluations," Wageningen University (co-chair), 2001. Initial placement: Erasmus University Rotterdam (the Netherlands). Present position: associate professor (with tenure) at Erasmus University.
- Ter Hofstede, Frenkel, "International Market Segmentation," Wageningen University (co-chair), 1999. Initial placement: Carnegie-Mellon University. Present 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 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: chaired professor at University of Maryland.

Committee member

- 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.

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, 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.

Impact

- Citations (Google Scholar): 20,000+.¹
- h-index (Google Scholar): 61.²
- Individual articles have won a number of awards, including the O’Dell Award, Bass Award, Little Award, AMA Global Marketing SIG Award (twice), AMA Services Marketing SIG Award, Steenkamp Award, IJRM Best Paper Award, Emerald Award. Other papers have been finalists for the O’Dell, Green, Little, INFORMS/Marketing Science Long Term Impact, MSI/H. Paul Root, and IJRM Best Paper Awards.
- My collective body of research has been recognized with an honorary doctorate, four lifetime prizes, and a prize named after me.
- Nineteen lead articles.
- Ranked no. 1 in the world on scholarly influence in marketing (Lynch 2008).
- Fifty publications with 100+ citations, nine publications with 500+ citations.
- 33rd “most-cited scientist in economics and business” in the world. This is the highest of only four marketing scholars on this list, which is compiled by Thomson Reuters based on citation data from *Web of Science* covering January 1997 to June 2007 (<http://www.in-cites.com/nobel/2007-eco-top100.html>).

Research Grants

- Total amount of research grants: \$6.8 million.
- Grants were received from various companies and organizations such as the Commission of the European Communities, Netherlands’ National Science Foundation, Belgian National Science Foundation, Flemish Science Foundation, European Association of Brand Manufacturers (AIM), Procter and Gamble, Kraft, Research Council of the Catholic University of Leuven, Netherlands Ministry of Agriculture and Fisheries.

Articles in international, refereed journals³

Steenkamp, Jan-Benedict E.M. (2014), “How Global Brands Create Firm Value: The 4V Model,” *International Marketing Review*, 31 (March), in press. [invited article]

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* (in press)

Kumar, Nirmalya and Jan-Benedict E.M. Steenkamp (2013), “Marketing to the Diaspora,” *Harvard*

¹ For complete overview see:

http://scholar.google.co.uk/citations?hl=en&user=jRM8CAIAAAAJ&view_op=list_works.

² The *h*-index is the highest count *h* of publications such that each publication has at least *h* citations. The *h*-index combines an assessment of both quantity (number of papers) and impact (citations to these papers). The “difficulty” to increase one’s *h* score increases exponentially.

³ *= cited at least 100 times as measured by Google Scholar.

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.

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. [invited article]

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].

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.

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.

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.]
- 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].
- 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.
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