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Education

Ph.D. Wageningen University, 1989 (Marketing)
M.Sc. Wageningen University, 1983 (Business Administration)
B.Sc. Wageningen University, 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 Professor, 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

- 2001-present. Executive Director of AiMark (<http://www.aimark.org/>).¹

Research awards

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.”
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 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.”
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. O’Dell Award for the article in the *Journal of Marketing Research* that has made the “most significant long-term contribution to marketing theory, methodology, and/or

¹ AiMark is the Center for Advanced International Marketing Knowledge. It is a partnership between the academic world and the business community. AiMark is a global network of leading academics and fueled by the global databases and research facilities of the market research companies GfK and Taylor Nelson Sofres (working in the joint venture Europanel), with IRI and MetrixLab (internet research company) as preferred partners, working together with large international corporations and organizations as sponsors.

- practice” for the paper “International Market Segmentation Based on Consumer-Product Relations.”
2004. Elsevier Science-SMA Distinguished Marketing Scholar lifetime award for “exceptional scholarly achievements to the profession,” given by the (American) Society for Marketing Advances (formerly: Southern Marketing Association).
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.”

Selected honors and rankings

2007. Best Teacher Award, TiasNimbas Business School, Tilburg University.
2007. Place 33 in Global Top-100 of most cited scientists in economics and business (and highest marketing scholar) during 1997-2007, Institute for Scientific Information (ISI) (<http://www.in-cites.com/nobel/2007-eco-top100.html>).
2006. Ranked 3rd in of all Dutch academics in all fields of Economics and Business Administration based on research output and impact.
2004. INFORMS Marketing Science doctoral consortium: plenary speaker on the Survey Research/Theory Testing paradigm.
2003. Elected Fellow of the European Marketing Academy.
2000. *Dies* Address (Address to the Tilburg University Governing Board, Board of Trustees, faculty, and alumni to celebrate the anniversary of the university) entitled “Global Consumers in a Global World.”

- 2000. One of the only 2 non-U.S.-based scholars (with M. Wedel) in the Global Marketing top-40 1991-1998, as published in the *Journal of Marketing Education* (August 2000).
- 1997 Appointed Honorary Professor of the European Institute for Advances Studies in Management (EIASM).
- 1997. Ranked 4th of all academics in Economics and Business Administration in Belgium (and highest in all fields of business administration), based on research output as published in the *Financieel Economische Tijd*.
- 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/MBA)
- Consumer Behavior (Undergraduate/MBA/MSc)
- Marketing Research Techniques (Undergraduate/MSc)
- Doctoral course on 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, and Wageningen University.

Universities

- Taught 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 (UK), University of Cape Town (South Africa), Murcia University (Spain), and University of Innsbruck (Austria).

PROFESSIONAL AND UNIVERSITY ACTIVITIES

Editorial and reviewing activities

Editor:

International Journal of Research in Marketing, 1998- 2000.

Consulting Editor:

International Journal of Research in Marketing, 2001-2006.

Editorial Review Board:

International Journal of Research in Marketing, 1993-1997, 2001-present
Journal of Consumer Research, 1991-present
Journal of Marketing, 2002-present
Journal of Marketing Research, 2001-present
Marketing Science, 2003-present.

Special issue Editor:

Special issue of *International Journal of Research in Marketing* on "The Past, Presence and Future of Marketing Modeling," 2000 (appeared as Issue 17 (2/3)).

Conference Organization

- 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.
- Steering Committee 6th triennial Invitational Choice Symposium, Boulder (CO), 2004.
- Marketing Science Conference (organizer special session on variety seeking), Gainesville (FL), 1996.
- "Frontiers in Marketing Channels Research" (co-organizer), EIASM, 1994.
- "Variety Seeking in Consumer Behavior with respect to Foods", Workshop organized for the European Commission, Wageningen, 1992 (organizer and chair).
- "Product Quality in Consumer Behavior with respect to Food Products" (organizer), Wageningen 1989.
- "Consumer Behavior Research and Marketing of Agricultural Products" (co-organizer), Wageningen 1985. (Sponsored by the European Commission.)

Presentations

Academic conferences

My work has been presented at over 100 academic conferences, such as:

- Marketing Science Conference: 1987, 1990-1998, 2000-2006, 2008.
- Association for Consumer Research Conference: 1992, 1995, 1998, 2001.
- Conference of the European Marketing Academy: 1985-1987, 1989-1991, 1994-2003, 2006, 2007, 2008.
- American Marketing Association: 1993, 1994, 1999, 2005.
- Marketing Science Institute conference: 1999, 2000, 2001, 2003, 2004, 2006.

Invited academic presentations

Aarhus Business School (Denmark), Aston Business School (UK), Catholic University of Leuven (Belgium), Dartmouth College (USA), Emory University (USA), Erasmus University Rotterdam (the Netherlands), HEC (France), IESE (Spain), INSEAD (France), Limburgs Universitair Centrum

(Belgium), London Business School (UK), New York University (USA), Pennsylvania State University (USA), Tilburg University (the Netherlands), University of Antwerp UFSIA (Belgium), University of Groningen (the Netherlands), University of Illinois at Urbana-Champaign (USA), University of Florida at Gainesville (USA), University of Mainz (Germany), University of Michigan (USA), University of Murcia (Spain), University of North Carolina at Chapel Hill (USA), University of Texas at Austin (USA), Wharton School (USA).

Invited presentations at conferences and symposia for industry

Chaired eight industry conferences and presented at over 100 conferences and executive symposia covering Global Marketing, Consumer Behavior, Branding, Private Labels, Retailing, e-Commerce, Product development.

Media

My work has been featured in Financial Times, The Times of India, a number of regional U.S. newspapers, a variety of trade magazines (CEO Magazine, Executive Outlook, British Brands,...), web sites, blogs, Dutch national television, Dutch national radio, Dutch national and regional newspapers.

Consulting

Procter & Gamble, GfK, Kraft, Zurich Financial Services, KPMG, Unilever, Johnson and Johnson, Sara Lee, Reckitt Benckiser, Vendex Food Group, Nutreco, Gilde Investment Management, Koninklijke Peijnenburg, Netherlands Ministry for Agriculture, Nature Management, and Fisheries, and others.

Administrative Service

University of North Carolina at Chapel Hill

- Marketing Area chair, 2006-present.

Tilburg University

- Academic Council, TiasNimbas Business School 2002-present.²
- 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

- Governing Board of the Business School, 1998-1999.
- Marketing Area Coordinator, 1994-1999.
- Library Committee Behavioral Sciences, 1994-1999.
- Library Committee Faculty of Economics and Applied Economics (chair), 1994-1999.

² The Academic Council consists of six professors and is responsible for evaluating and approving all executive and MBA programs.

- Curriculum Committee Commercial Engineers, 1994-1999.

Wageningen University

- Scientific Supervisor and Assessor, 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 Behavior Research (chair), 1990-1999.
- Curriculum Committee for Economics, 1986-1989.
- Marketing Department Committee on Student Affairs (chair), 1986-1989.

Marketing profession

- Search committee new editor for the *Journal of International Marketing*, 2006.
- Member, Judging Panel of the INFORMS Society for Marketing Science Practice Prize, 2006.
- Vice President Publications of the European Marketing Academy (EMAC), 2005-2008.
- Task force on Transformative Consumer Research, Association for Consumer Research, 2005.
- Chair O'Dell Award Committee, 2005.
- Belgian National Science Foundation – Flanders (FWO), Research Proposal Evaluation and Award Committee for Economics and Business Administration, 2004-2007.
- Academic Trustee, Marketing Science Institute (Boston, USA), 2001-2007.
- Executive Committee of the European Marketing Academy, 1998-2000, 2005-2008.
- Member International Advisory Board of the MAPP Program (Danish state and company-sponsored program for market-based process and product innovation in the food sector), 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 Review Board for the Netherlands National Science Foundation, 1990-1994.
- Committee on Food Linked Agro-Industrial Research, European Commission, 1990-1994.
- Academic Council, Netherlands' Marketing Association, 1986-1992.

Doctoral Committees

Principal supervisor

- Lamey, Lien, "How to Explain the Success of Private Labels," Catholic University of Leuven (co-chair).
- Gijsenberg, Maarten, "Long-term Effects of Advertising for Established Brands," Catholic University of Leuven (co-chair).
- 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]
- 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).
- Ter Hofstede, Frenkel, "International Market Segmentation," Wageningen University (co-chair), 1999. Initial placement: Carnegie-Mellon University. [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.
- Van Trijp, Hans C.M., "Variation in Behavior," Wageningen University, 1995 (co-chair). Initial placement: Wageningen University (the Netherlands).
- Wedel, Michel, "Clusterwise Regression and Market Segmentation," Wageningen University, 1990 (co-chair). Initial placement: University of Groningen (the Netherlands).

Committee member

- Melnyk, Valentina, "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.

Professional Affiliations

Association for Consumer Research, INFORMS, European Marketing Academy, American Marketing Association.

RESEARCH

Research program overview

Collectively, my body of research can best be characterized as a systematic attempt to integrate *theory* drawn from marketing and other social sciences (management, economics, and psychology) with cutting edge, rigorous *methodology* and large empirical *data sets* to 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) as well as marketing research methodology. Valid and rigorous research techniques are a necessary condition for drawing valid conclusions in empirical research on marketing strategy.

Further, my work is characterized by both a “domestic” and an “international” focus. Research with a domestic focus examines a particular research question in a single country only, 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 an emerging consumer market (e.g., South Africa). 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. For example, (Bass and Wind, *Marketing Science*, 1995, p. G1) observed that: “Science is a process in which data and theory interact leading to *generalized explanations of disparate types of phenomena*. Thus, empirical generalizations are 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.

More information on my research program can be found in a separate document, “Overview of Research,” which can be obtained from me.

Research Grants

- Total amount of research grants: \$5.5 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.

Citations

- The number of citations to my work in all outlets (based on Google Scholar): 4,500+.
- Ranked no. 33 in the global “100 most-cited scientists in economics and business” - based on citations in the last decade as published by Thomson Scientific (<http://www.in->

- cites.com/nobel/2007-eco-top100.html).
- h-index = 35.³
- g-index = 65.⁴

Articles in international, refereed journals ⁵

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* (in press).

Ailawadi, Kusum, Koen Pauwels, and Jan-Benedict E.M. Steenkamp (2008), “Private Label Use and Store Loyalty,” *Journal of Marketing*, 72 (November) (in press).

Feng, Eric, Robert W. Palmatier, and Jan-Benedict E.M. Steenkamp, “Effect of Service Transition Strategies on Firm Value,” *Journal of Marketing*, 72 (September) (in press).

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

³ A scholar with an index of h has published h papers, each of which has been cited at least h times. Thus, the h -index reflects both the number of publications and the number of citations per publication. The advantage of the h -index is that it combines an assessment of both quantity (number of papers) and quality (impact, or citations to these papers). An academic cannot have a high h -index without publishing a substantial number of papers. However, this is not enough. These papers need to be cited in order to count for the h -index. The h -index favors academics that publish a continuous stream of papers with lasting and above-average impact. The h -index has generated widespread interest and has been found to have considerable face validity. Hirsch calculated the h -index of Nobel prize winners and found 84% of them to have an h -index of at least 30. See Harzing (2008), “Reflections on the h -index,” <http://www.harzing.com/resources.htm#/pop.htm>; see also Podlubny (2005), “Comparison of scientific impact expressed by the number of citations in different fields of science,” *Scientometrics*, vol. 64, no. 1, pp. 95-99. Calculation of the h -index is done with Harzing’s (2008) *Publish or Perish* program, which uses Google Scholar (<http://www.harzing.com/resources.htm#/pop.htm>).

⁴ The h -index ignores the number of citations to each individual article beyond what is needed to achieve a certain h -index. Hence an academic with an h -index of 5 could theoretically have a total of 25 citations (5 for each paper), but could also have more than a 1000 citations (4 papers with 250 citations each and one paper with 5 citations). In reality these extremes will be unlikely. However, once a paper belongs to the top h papers, its subsequent citations no longer “count”. Such a paper can double or triple its citations without influencing the h -index. Hence, in order to give more weight to highly-cited articles Leo Egghe proposed the g -index (Egghe 2006, “Theory and practice of the g -index,” *Scientometrics*, vol. 69, No 1, pp. 131-152). The g -index is defined as follows: “Given a set of articles ranked in decreasing order of the number of citations that they received, the g -index is the (unique) largest number such that the top g articles received (together) at least g^2 citations.” A large difference between the h -index and the g -index indicates that the top h papers were cited way more than the cutoff of h citations. See also Harzing (2008, “Reflections on the h -index,” <http://www.harzing.com/resources.htm#/pop.htm>). Calculation of the g -index is done with Harzing’s (2008) *Publish or Perish* program, which uses Google Scholar (<http://www.harzing.com/resources.htm#/pop.htm>).

⁵ One asterisk (*) indicates that the publication was cited 50-100 times, **=100-250 citations, and ***=250+ citations, as measured by Google Scholar.

- Retailers,” *Journal of Marketing Research*, 45 (in press).
- 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.
- De Jong, Martijn, Jan-Benedict E.M. Steenkamp, and Jean-Paul Fox (2007), “Addressing Cross-National Measurement Invariance 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]
- 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.
- 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 *JM Marketing Science Institute/H. Paul Root Best Article Award*].
- 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]
- 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.]
- 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*]
- 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.
- 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.
- Steenkamp, Jan-Benedict E.M. (2005), “Moving Out of the U.S. Silo: A Call to Arms for Conducting International Marketing Research,” *Journal of Marketing*, 69 (October), 6-8.
- 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.
- 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.
- Dekimpe, Marnik, 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 (July-October), 409-416; and rejoinder: pp. 421-422.
- Steenkamp, Jan-Benedict E.M. and Katrijn Gielens (2003), “Consumer and Market Drivers of the Trial Rate of New Consumer Products,” *Journal of Consumer Research*, 30 (December), 368-384.
- Scheer, Lisa K., Nirmalya Kumar, and Jan-Benedict E.M. Steenkamp (2003), “Similar and Divergent Reactions to Perceived Inequity in U.S. versus Dutch Interorganizational Relationships,” *Academy of Management Journal*, 46 (June), 303-316.
- Steenkamp, Jan-Benedict E.M., Rajeev Batra, and Dana Alden (2003), “How Perceived Brand Globalness Creates Brand Value,” *Journal of International Business Studies*, 34 (1), 53-65. [A managerial article by Larry Yu entitled “The Global-Brand-Advantage” based on this our paper and interviews with the authors appeared in *Sloan Management Review*, Spring 2003, p. 13]
- ter Hofstede, Frenkel, Michel Wedel, and Jan-Benedict E.M. Steenkamp (2002), “Identifying Spatial Segments in International Markets,” *Marketing Science*, 21 (Spring), 160-177. [finalist for the John D.C. Little Award] [A French translation of this paper was reprinted in *Recherche et Applications en Marketing*, Vol. 18 (2003), no. 3, pp. 81-103]
- Steenkamp, Jan-Benedict E.M. and Frenkel ter Hofstede (2002), “International Market Segmentation: Issues and Perspectives,” *International Journal of Research in Marketing*, 19 (September), 185-213. [lead article; finalist for the *IJRM* Best Article Award] [Reprinted in Masaaki Kotabe (ed.), *International Marketing, Volume 5*, Newbury Park, CA: Sage.]
- Steenkamp, Jan-Benedict E.M. and Steven M. Burgess (2002), “Optimum Stimulation Level and Exploratory Consumer Behavior in an Emerging Consumer Market,” *International Journal of Research in Marketing*, 19 (June), 131-150. [Reprinted in Masaaki Kotabe (ed.), *International Marketing, Volume 1*, Newbury Park, CA: Sage.]
- ** Nijs, Vincent, Marnik G. Dekimpe, Jan-Benedict E.M. Steenkamp, and Dominique M. Hanssens (2001), “The Category Demand Effects of Price Promotions,” *Marketing Science* 20 (Winter), 1-22. [lead article; winner of the John D.C. Little Award and the Frank M. Bass Awards]
- * Baumgartner, Hans and Jan-Benedict E.M. Steenkamp (2001), “Response Styles in Marketing Research: A Cross-National Investigation,” *Journal of Marketing Research*, 38 (May), 143-156. [lead article] [finalist for the Paul E. Green Best Article Award and finalist for the O’Dell Award]

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