

CURRICULUM VITAE

Ad de Jong, PhD
Kraks Fond Chair and Professor of Marketing
Department of Marketing
Copenhagen Business School
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Professional background

- 2024 – current Kraks Fond Professor of Marketing
- 2018 –current Professor of Marketing, Copenhagen Business School, Marketing Department, Copenhagen, DK
- 2014 – 2017 Professor of Marketing, Aston Business School, Marketing and Strategy Group, Aston University, Birmingham, UK
- 2008 – 2014 Associate professor, School of Industrial Engineering, Innovation, Technology Entrepreneurship, and Marketing (ITEM) group, Eindhoven University of Technology, the Netherlands
- 2005 – 2008 Assistant professor, Faculty of Technology Management, Department of Organization Science & Marketing, Eindhoven University of Technology, the Netherlands
- 2003 – 2004 Postdoctoral researcher, Faculty of Economics & Business Administration, Department of Marketing, Maastricht University, the Netherlands (part-time) and Faculty of Technology Management, Department of Organization Science & Marketing, Eindhoven University of Technology, the Netherlands (part-time)
- 1998 – 2002 PhD candidate, Faculty of Economics & Business Administration, Department of Marketing, Maastricht University, the Netherlands. Title dissertation: *One for All, All for the Customer: Studies on Self-Managing Teams in Services*

Educational Background

- 1998 – 2003 Faculty of Economics & Business Administration, Marketing, Maastricht University
- 1993 – 1998 Faculty of Social Sciences, Psychometrics, Leiden University
- 1987 – 1993 Atheneum, Scholengemeenschap Guido de Brès, Rotterdam

Languages: Dutch, English, Danish (conversational level)

Fields of Interest and Expertise

Frontline marketing and sales management. The essence of frontline marketing is the encounter between the frontline employees and the customer. It's there where the organization's hinge factor resides and where the organization can win or lose battle with its competitors. The frontline employee acts as the hinge factor "a movable point or mechanism on which a door, gate, or lid swings as it opens and closes, or which connects linked objects." Important themes are: the Circular Economy (CE), value creation, and digital trends. First, Ad de Jong's research significantly help companies to understand how they can apply CE principles in the organizational frontline with a central role for

frontline employees to communicate and educate CE to customers and other stakeholders. Second, his research focuses on the role of value co-creation in selling innovations. Research on value co-creation sales practices, like value-based selling (VBS) provides firms significant insight into how to manage their selling and servicing processes using value co-creation and as such ensure that their newly developed products and services meet customer needs, and in turn, lead to higher sales. Third, his research focuses on the changing role of frontline sales and service employees – due to the increasingly digitalized marketing context. As such, his research provides firms novel insights in how to manage the organizational frontline in the light of important trends, like big data, AI, gamification, personalization, Mixed Reality, data visualization, and privacy.

Frontline marketing, service marketing, service innovation, sales management, Circular Economy, B2B marketing, digital marketing, platforms, AI-based marketing, teams, multilevel analysis

Awards and Prizes

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|------|---|
| 2023 | Winner of the <i>Journal of Service Research (AJG 4)</i> Outstanding Associate Editor Award 2022 |
| 2022 | Co-Winner Paper (co-author) of the 2022 <i>American Marketing Association (AMA)</i> Organizational Frontlines Interest Group Young Scholar Research Competition. |
| 2021 | Best Full Paper Award for the International Business and International Management Track, British Academy of Management (BAM) Conference Aug 31 st - Sept 3 rd 2021 Lancaster University Management School. |
| 2021 | Best Reviewer 2021 Award – <i>Industrial Marketing Management (AJG3)</i> |
| 2019 | Winner of 2018 James M. Comer Award for the best contribution to Selling and Sales Management Theory. (Re) defining Salesperson Motivation: Current Status, Main Challenges, and Research Directions. <i>Journal of Personal Selling and Sales Management</i> |
| 2015 | Best Paper Award IPSERA conference 2015. |
| 2014 | Nominated for the Operations Management and Logistics Industrial Engineering Educational Award 2014 |
| 2013 | Nominated for the MOA, Center for Information based Decision Making & Marketing Research, Science Price of the Year |
| 2012 | Nominated for the best paper award at EMAC 2012 conference, Lisbon: Helping Teammates during New Product Selling: When Does It Pay Off?" |
| 2010 | Best paper award in Service Marketing track at the AMA Winter Educator's Conference 2010, New Orleans, LA, USA: Stewardship in Customer Service Teams: Antecedents and Consequences |
| 2009 | Winner of Highly Commended Award at the Literati Network Awards for Excellence 2009 for: <i>Linking employee perceptions of collective efficacy in self-managing service teams with customer-perceived service quality: A psychometric assessment</i> published in <i>Journal of Service Management</i> |
| 2008 | Nominee of Teaching Award for Master course on Research Design, Data Collection & Analysis |
| 2007 | Winner of Teaching Award for Pre-Master course on Innovation Management |
| 2005 | Nominee of the Christiaan Huygens Science Award in Business Science |

- 2003 Winner of the Dissertation-of-the-year Award of the Netherlands Organisation for Research in Business Economics & Management (NOBEM)
- 2003/2004 Nominee of the SNS Bank Limburg dissertation award

Administration and Memberships

- 2023-current PhD Placement Officer, Marketing Department, Copenhagen Business School
- 2023-current Member of the DSEB Research Awards Assessment Committee, Copenhagen Business School.
- 2023-current Partner of CVX Ventures, Copenhagen
- 2019-current Event Coordinator DVIP colleagues/external lecturers, Department of Marketing (CBS)
- 2020 External Member of the Evaluation Committee five shortlisted candidates Assistant Professor (1st or 2nd term), Associate Professor or Full Professor) Aalto School of Business, Aalto University, Helsinki, Finland
- 2019 Member of External Evaluation Committee (EEC) for the evaluation - accreditation process of the higher education programs of study: 1. Master in Business Administration, and 2, Master in Business Administration or Public Administration of the institution Mediterranean Institute of Management, Nicosia, Cyprus.
- 2018-current Chair of assessment committees (Full professor (five times); Associate professor (seven times); PhD candidates (two times).
- 2018-current Founding member of the European Academic Sales Board (EURIS)
- 2017-current Member of the Academic Board of The Next Organization
- 2017 Judge for the prestigious HE Marketing Research & Intelligence Awards for the Knowledge Partnership organization
- 2016-2017 Certified Member of Marketing Research Society (MRS)
- 2016-2022 Member of Scientific Board of BrainCompass
- 2015-2021 Honorary Fellow of the Association of Professional Sales
- 2014-2017 Jury Member of the Science Price of the Year (MOA, Center for Information based Decision Making & Marketing Research, the Netherlands)
- 2013-2014 Member of the Research Board of the School of Industrial Engineering
- 2011-2014 Coordinator of Seminar Series of the Innovation, Technology, Entrepreneurship and Marketing (ITEM) group
- 2011-2014 Chair of the Thesis Evaluation Committee of the School of Industrial Engineering
- Jan 2011 University Teaching Qualification Programme successfully completed.
- 2011-current Member of the Scientific Steering Board for the Research Project „Future of Working World 2030 Europe“, Technical University Darmstadt
- 2009 Visiting research fellow of the Institute for Entrepreneurship and Innovation. University of Missouri, Kansas City

2008-2011	Member of the Board of the Innovation, Technology, Entrepreneurship and Marketing (ITEM) group
2008-2014	Fellow of BETA Research School for Operations Management and Logistics
2007-2009	Coordinator of Pre-Doctorate Certificate Programme for Excellent MSc Students
2005-2007	Member of the Eindhoven Centre for Innovation Studies (ECIS) research seminar committee
2004-2007	Fellow of Eindhoven Centre for Innovation Studies (ECIS)
2003-2004	Fellow of the Maastricht Research School of Economics of Technology and Organizations (METEOR)

TEACHING

Teaching experience

2018-current Copenhagen Business School

Applied Multivariate Statistics (MSc 2021)
Markedanalyse: Integreret Projekt (MSc 2020, 2021, 2022,2023)
Creating Innovation and Customer Value (MSc 2018, 2019, 2020, 2021, 2022, 2023)
Marketing and Creative Processes (MSc 2018, 2019, 2020, 2021, 2022)
Market Informed Decisions (MSc 2024)
Advances in B-to-B Marketing Research (PhD 2019)
Measuring the Unobservable (PhD 2021)
Advances in Marketing Strategy Research (PhD 2022, 203)

2014-2017 Aston Business School

Foundations of Marketing Research (MSc 2017)
Marketing Research (MSc 2015)
Quantitative Marketing Research (MSc 2014 – 2017)
Professional Selling & Sales Management (BSc 2014 – 2017)
Innovation and NPD (BSc 2015, 2016)
Hierarchical Linear Modelling (PhD 2016)

Other Universities

How-to-Publish in Top Journals, BI Norwegian Business School (PhD 2024)
How-to-Publish in Top Marketing Journals, University of Valladolid (PhD 2023)
Multilevel Analysis, University of Ljubljana (PhD 2022, 2023).
Marketing Research EMM Lyon (MSc 2015)
Multilevel Analysis, University of Ljubljana (PhD 2021)
Multilevel Regression Analysis, Maastricht University (PhD 2015, 2016, 2017, 2018)
Hierarchical Linear Modelling, Henley Business School (PhD 2015)

Hierarchical Linear Modelling, Eindhoven University of Technology (PhD 2016)
Advanced Applications of Regression Analysis, Aalto University Finland (PhD 2017)
Trends in Sales and Innovation, Factor Analysis, Positioning your Paper, Answering Referee Reports, University of Valladolid (PhD 2017)

2003-2014 Eindhoven University of Technology

Multivariate Statistics (MSc 2006—2014) (**Nominated for Educational Award 2008, 2014**)
Selling New Products (MSc 2009—2014)
Innovation Management and Innovation Policy (PhD 2005, 2007)
Marketing Context of New Product Development (BSc 2007)
New Product Development (BSc 2007, 2008)
Innovation Management (BSc 2006) (**Winner of the Educational Award 2007**)
Business Research Methods (BSc 2005)
Multilevel Regression Analysis, Eindhoven University of Technology (PhD 2016)
Advanced Applications of Regression Analysis, Eindhoven University of Technology, (PhD 2010, 2012, 2014)

Other Universities

Data Exploration, ESCP Business School, Paris (PhD 2014)
Advanced Applications of Regression Analysis, University of Ljubljana (PhD 2013)
Advanced Applications of Regression Analysis, University of Newcastle, Australia (PhD 2013)
Advanced Applications of Regression Analysis, ESCP Business School, Berlin (PhD 2013)
Multilevel Regression Analysis, Technical University Darmstadt, Germany (PhD 2012)
Advanced Applications of Regression Analysis Aalto University, Helsinki (PhD 2011)
Multilevel Regression Analysis, Autonomous University of Madrid (PhD 2011)
Multilevel Regression Analysis, Maastricht University (PhD 2005, 2006, 2007, 2008)
Multilevel Regression Analysis, Aston Business School, Birmingham (PhD 2008).

Before 2003 Maastricht University

Consumer Behaviour (BSc 2000—2003)
Strategic Marketing Management (BSc 2001, 2001)
Marketing and Organization (BSc 2000)

Supervision and Examination of MSc/BSc Dissertations

2011-2014 **Chair** of the Thesis Evaluation Committee of the School of Industrial Engineering. The purpose of this committee was to safeguard the quality of the BSc and MSc dissertations.

I am used to having warm relationships with my students, especially during the supervision of their MSc dissertation. Some of these dissertations have even won a Thesis Award.

MSc dissertation awards

- 2019 MSc student Ségolène Geron has been awarded the **Commercial Excellence Runner-Up Award** for the Best MSc Thesis in Marketing. This prize was awarded by the well-known Danish Marketing Association
- 2011 MSc Student Jeroen Schilderman was awarded the **David van Lennep Thesis Award**
- 2006 MSc student Coen Dörge was awarded **the DSM B2B Runner-Up Thesis Award 2006**

MSc dissertation Supervision

- 2018-current Copenhagen Business School: over 40 MSc students successfully supervised with their dissertation.
- 2014-2017 Aston Business School: 11 MSc students successfully supervised with their dissertation.
- 2003-2014 Eindhoven University of Technology: Over 75 MSc students successfully finished their MSc dissertation under my supervision.
- Before 2003 Maastricht University: Over 15 MSc students successfully finished their MSc dissertation under my supervision.

RESEARCH

Publications

Johannes Habel; Selma Kadic-Maglajlic; Nathaniel Hartmann; Ad de Jong; Nicolas A. Zacharias; Fabian Kosse (2024) Neuroticism and the Sales Profession. *Organizational Behavior and Human Decision Processes*, 184 (9) (**AJG 4**) forthcoming

Sönnich Sönnichsen, Ad de Jong, Jesper Clement, Robert Maull, Chris Voss (2024). The Circular Economy: A Transformative Service Perspective. *Journal of Service Research*. (**AJG 4**) forthcoming

Nicolas Zacharias, Christian Winter, Ad de Jong, Johannes Habel (2024). The Stress of Prospecting: Salesperson Genetics and Managerial Remedies. *Industrial Marketing Management* (**AJG 3**) forthcoming

de Jong, A., Zacharias, N., & Nijssen, E. (2021). How Young Companies Can Effectively Manage Their Slack Resources Over Time to Ensure Sales Growth: The Contingent Role of Value-Based Selling. *Journal of the Academy of Marketing Science*, 92 (2) 304-326 (**AJG 4***)

Haji, I.H.A, A.M. Peluso, and A. de Jong (2021) Online private self-disclosure's potential for experiential value co-creation. *European Journal of Marketing* (**AJG 3**).

de Jong, Ad., Jeroen JL Schepers, Cristiana R Lages, Selma Kadić-Maglajlić (2021) The role of the service manager's perceived career success in frontline employees' learning processes and service improvement: *Journal of Business Research* (**AJG 3**)

de Jong, A., de Ruyter, K, Keeling, D.I., Polyakova, A., Ringberg, T (2021). Key Trends in Business-to-Business Services Marketing Strategies: Developing a Practice-based Research Agenda. *Industrial Marketing Management* 93 1-9 (**AJG 3**).

Hansen, Torben, Judy Zaichkowsky, Ad de Jong (2021). Are Women Always Better Able to Recognize Faces? The Unveiling Role of Exposure Time. *Plos One*, 16 (10), p.e0257741-e0257741

Bond III, E. U., de Jong, A., Eggert, A., Houston, M.B., Kleinaltenkamp, M., Kohli, A.K., Ritter, T, & Ulaga, W. (2020). The Future of B2B Customer Solutions in a Post-COVID-19 Economy: Managerial Issues and an Agenda for Academic Inquiry. *Journal of Service Research*, 23 (4) 401-408. (**AJG 4**)

E Mooi, J Rudd, A de Jong (2020) [Process innovation and performance: the role of divergence](#) *European Journal of Marketing* 54 (4) 741-760 (**AJG 3**)

M. van der Borgh, A. de Jong, E. Nijssen (2019). Balancing Frontliners' Customer and Coworker Directed Behaviors when Serving Business Customers. *Journal of Service Research* (forthcoming). (**AJG 4**)

Song, M., de Jong, A., Di Benedetto, C.A., & Zhao, Y.L. (2019). Enhancing Supplier's Involvement in Startup's Innovation through Equity Offering and Trust Building. *International Journal of Innovation Management*. (**AJG 2**)

Khusainova, Rushana, Ad de Jong, Nick Lee, Greg Marshall, John Rudd (2018). (Re) defining Salesperson Motivation: Current Status, Main Challenges, and Research Directions. *Journal of Personal Selling and Sales Management* (**AJG 2**) (forthcoming)

Nagler, Hannah, Robert Wilken, Ad de Jong, Christian Schmitz (2018). A multilevel approach to the process of concession-making in price negotiations. *Die Unternehmung* 72 (1) 37-50. (**No AJG**).

Van der Borgh, W., de Jong A., and Nijssen E. (2017) Why helping coworkers does not always make you poor: The contingent role of common and unique position within the sales team. *Industrial Marketing Management* (**AJG 3**)

Van der Borgh, Michel, Ad de Jong, and Ed Nijssen (2017). "Alternative Mechanisms Guiding Salespersons' Ambidextrous Product Selling" *British Journal of Management*. 28, 331–353 (**AJG 4**)

Ruth Stock-Homburg, Ad de Jong, and Nicolas Zacharias (2017). Frontline Employees' Innovative Service Behavior as Key to Customer Loyalty: Insights into FLEs' Resource Gain Spiral? *Journal of Product Innovation Management*. 34 (2) 223-245. (**AJG 4**)

Hensen, Niek, Isobel Keeling, Ko de Ruyter, Martin Wetzels, and Ad de Jong (2016) "Making SENS: Exploring the Antecedents and Impact of Store Environmental Stewardship Climate" *Journal of the Academy of Marketing Science*. 44 (4) 497–515 (**AJG 4***)

Kiratli, K., F. Rozemeijer, K de Ruyter, and A. de Jong (2016). Setting a Climate for Creativity: A Measurement Scale for Sourcing Team Creativity Climate. *Journal of Purchasing and Supply Management* 22 (3) 196–204 (**AJG 3**)

Van Donselaar K., J. Peters, A. de Jong, and R. Broekmeulen (2016) Analysis and Forecasting of Demand during Promotions for Perishable Items. *International Journal of Production Economics* 172, 65-75 (**AJG 3**)

Romero, Heidi, Remco Dijkman, Paul Grefen, Arjan van Weele, and Ad de Jong (2015). "Measures of process harmonization." *Information and Software Technology*. 63 31-43. (**no AJG**)

Dijkman, Remco, Sander Lammers, and Ad de Jong (2015), "Properties that Influence Business Process Management Maturity and its Effect on Organizational Performance" *Information Systems Frontiers*. 1-18 **(AJG 3)**

De Jong, A., M. Verbeke, and E.J. Nijssen (2014) Introduction to the *Journal of Product Innovation Management* Special Section on Sales and Innovation *Journal of Product Innovation Management* 31 (4):643–646 **(AJG 4)**

Berg, W. van den, Verbeke, W., Bagozzi, R., Worm, L., Jong, A. de, Nijssen, E.J. (2014). Salespersons as internal knowledge brokers and new products selling: Discovering the link to genetic makeup. *Journal of Product Innovation Management*. 31 (4): 695–709 **(AJG 4)**

Van den Heuvel, F.P. L. Rivera, K.H. van Donselaar, A. de Jong, Y. Sheffi, P.W. de Langen, and J.C. Fransoo (2014). Relationship Between Freight Accessibility and Logistics Employment in US Countries. *Transportation Research Part A: Policy and Practice*, 59: 91-105 **(AJG 3)**

De Jong A., M. Song, and L. Song (2013) How Lead Founder Personality Affects New Venture Performance: The Mediating Role of Team Conflict. *Journal of Management* 39 (7) 1825-1854. **(AJG 4*)**

Schepers, J.J.L., Falk T, de Ruyter K, de Jong A., and Hammerschmidt M. (2012). Principles and Principals: Do Customer Stewardship and Agency Control Compete or Complement when Shaping Frontline Employee Behavior? **Lead article in:** *Journal of Marketing* 76 (November), 1 –20 **(AJG 4*)**

Schepers, J.J.L., De Jong, A., De Ruyter, K., and Wetzels, M.G.M. (2011). Fields of Gold: Perceived Efficacy in Virtual Field Service Employee Teams, *Journal of Service Research*. 14(3), 372-389 **(AJG 4)**

De Ruyter K., de Jong A., and M. Wetzels (2009). Antecedents and Consequences of Environmental Stewardship in Boundary-Spanning B2B Teams. *Journal of the Academy of Marketing Science* 37 (4) 470–487 **(AJG 4*)**

De Jong, A., M. Wetzels, and K. de Ruyter (2008). Linking Employee Perceptions of Collective Efficacy in Self-Managing Service Teams with Customer-Perceived Service Quality: A Psychometric Assessment. *Journal of Service Management*, 19 (3), 353-378. **(Highly commended award winner in 2009) (AJG 2)**

Schepers, J., A. de Jong, M. Wetzels, and K. de Ruyter (2008). Psychological Safety and Social Support in Groupware Adoption: A Multi-Level Assessment in Education. *Computers & Education*, 51: 757-775. **(AJG 2)**

van Birgelen M., A. de Jong, and K. de Ruyter (2006). Loyalty in Multi-Channel Service Retailing: A Comprehensive Study on the Effects of Multi-channel Satisfaction. *Journal of Retailing*, 82 (4), 367-377. **(AJG 4)**

de Jong, A., K. de Ruyter, and M. Wetzels (2006). Linking Employee Confidence to Performance: A Study of Self-Managing Service Teams. *Journal of the Academy of Marketing Science*, 34 (4), 576-587 **(AJG 4*)**

Deutskens E., A. de Jong, K. de Ruyter, and M. Wetzels (2006). Comparing the Generalizability of Online and Mail Surveys in Cross-National Service Quality Research. *Marketing Letters*, 17 (2), 119-136. **(AJG 3)**

de Jong, A., K. de Ruyter, and Lemmink J.G.A.M. (2005) Service Climate in Self-Managing Teams: Mapping the Linkage of Team Member Perceptions and Service Performance Outcomes in a Business-to-Business Setting. *Journal of Management Studies* 42 (8) 1593-1620. **(AJG 4)**

de Jong, A., K. de Ruyter, and M. Wetzels (2005). Antecedents and Consequences of Group Potency: A Study of Self-Managing Service Teams. *Management Science*, 51 (11), 1610-1625. **(AJG 4*)**

de Jong, A., K. de Ruyter, and J. Lemmink (2004). Antecedents and Consequences of the Service Climate in Boundary-Spanning Self-Managing Service Teams. *Journal of Marketing*, 68 (2), 18-35. **(AJG 4*)**

de Jong, A. and K. de Ruyter (2004). Adaptive versus Proactive Behavior in Service Recovery: The Role of Self-Managing Teams. *Decision Sciences*, 35 (3), 457-491. **(AJG 3)**

de Jong, A., K. de Ruyter, and J. Lemmink (2003). The Adoption of Information Technology in Self-Managing Service Teams. *Journal of Service Research*, 6 (2), 162-179. **(AJG 4)**

van Birgelen M., K. de Ruyter, A. de Jong, and M. Wetzels (2002). Customer Evaluations of After-Sales Service Contact Modes: An Empirical Analysis of National Culture's Consequences. *International Journal of Research in Marketing*, 19 (1), 43-64. **(AJG 4)**

van Dolen, W., J. Lemmink, K. de Ruyter, and A. de Jong (2002). Customer-Sales Employee Encounters: A Dyadic Perspective. *Journal of Retailing*, 78, 265-279. **(AJG 4)**

de Jong A., K. de Ruyter, S. Streukens, and H. Ouwersloot (2001). Perceived Uncertainty in Self-managed Service Teams: An Empirical Assessment. *Journal of Service Management*, 12 (2), 158-183. **(AJG 2)**

Work-in-Progress

Ad de Jong, Chris Voss, Robert Maull, Jesper Clement, Sönlich Sönnichsen (2021) Implementing the Circular Economy: A Service Innovation Perspective. Revise and Resubmit: *Journal of Product Innovation Management* **(AJG 4)**

Khusainova, Rushana, Ad de Jong, Nick Lee, Greg Marshall, John Rudd, and Kasper Merling Arendt (2023). Salesperson intrinsic and extrinsic motivation revisited: a combinatory perspective. Revise and Resubmit: *European Journal of Marketing*. **(AJG 3)**

Daniela Micu, Michel van der Borgh, Ad de Jong, Georges Romme (2023) "A Dynamic Theory of Value-in-Design for Digital Platforms, A Conceptual Framework and Research Agenda" Target: *Journal of the Academy of Marketing Science*. **(AJG4*)**

Ruud Wetzels, Martin Wetzels, Florian Kock, Ad de Jong (2023) Overview of 50 Years of Tourism Research. Target: *Annals of Tourism Research* **(AJG 4)**

Ankita Tibrewal, Ad de Jong, Geoff Parkes, Helene Tenzer, Melissa Brunner (2023) Language operative capacity in Small and Medium-sized Enterprises. Target: *Journal of World Business*. **(AJG 4)**

Ad de Jong, Frank Rozemeijer, Ko de Ruyter, Philip Beske-Janssen, and Andreas Wieland (2022). Leveraging creative climates in cross-functional sourcing teams for enhanced bottom-line results in sourcing strategies. *Revise and Resubmit*. *Journal of Purchasing and Supply Management* **(AJG 3)**

Kiratli, Nadine, Frank Rozemeijer, Ad de Jong, Ko de Ruyter, Finn Wynstra (2018). Let's get creative - A team climate perspective of buyer-supplier NPD projects. *Target: Management Science*. **(AJG 4*)**

Hofmann, Verena, Karin Teichmann, Nicolas Stokburger-Sauer, Martin Wetzels, and Ad de Jong (2022). The role of emotions in employee-customer service interactions: A congruence perspective. Target. *Journal of Service Research* **(AJG 4)**

Chapters/Contributions in Books

Rushana Khusainova, Yasin Sahhar, Ad de Jong (2021). Gamification in education: The case of gamified learning in teams (2020). In: *Teaching and Learning in Business Schools*. Eds. Adam Lindgreen (Copenhagen Business School), Annemette Kjærgaard (Copenhagen Business School),

Eleri Rosier (Cardiff Business School), Thyra Uth Thomsen (Copenhagen Business School), and Aybars Tuncdogan (King's College). Edward Elgar

Niek Hensen, Ko de Ruyter, Martin G.M. Wetzels, Ad de Jong (2013). Groen voorbeeld doet groen volgen: de filiaalmanager als aanjager van milieurentmeesterschap onder verkopers *Jaarboek 2013. Ontwikkelingen in marktonderzoek*. 197-216

de Jong, A. en K. de Ruyter (2002). Multi-niveau analyse in marktonderzoek: de case van zelfsturende service teams. *Jaarboek 2002. Ontwikkelingen in marktonderzoek*. 245-257.

Professional Publications / Media

De Jong (2024) CSR.dk – forum for bæredygtig forretning – er Danmarks eneste erhvervsmedie og community med dedikeret fokus på forretningsdrevet CSR. <https://www.csr.dk/debat-cirkulaer-okonomi-er-ambitiost-men-prisen-vaerd>

De Jong, A (2024) Samarbejde er afgørende for den cirkulære økonomis succes. *Børsen*

De Jong, A. (2023) Sådan manipulerer reklamerne dine børns hjerner. *Berlingske Tidende*

De Jong, A (2019-current). Columnist of *Reformatorsch Dagblad* writing about my experiences in Denmark.

De Jong, A. (2016) DNA Test voor Zakelijk Gebruik. *Reformatorsch Dagblad*

de Jong, A. (2003). *One for All, All for Customer: Studies on Self-Managing Teams in Services*. Doctoral Dissertation. DATAWYSE, Maastricht.

de Jong, A. (2003). One for All, All for the Customer: Studies on Self-Managing Teams in Services. *Economenblad*, 26, 2.

de Jong, A. K. de Ruyter, and J. Lemmink (2001). Team commitment to service quality: an empirical assessment of employee and customer perspective. *MAXX Working Paper*, 01-03.

de Jong, A. en K. de Ruyter (1999). Merk je dat er een team achter staat? Over de Effectiviteit van service teams. *Tijdschrift voor Marketing*, 33 (11), 56-60.

de Jong, A. en K. de Ruyter (1999). Trouwe klant stelt goed teamwork op prijs., *eYe Zicht op Trends*, 6 (juni), 8-9

de Jong, A. en K. de Ruyter (1999). Loyalty building door teambuilding. *Building Business*, 1 (November), 83-85

de Jong, A. en K. de Ruyter (1999). Merk je dat er een team achter staat? Over de effectiviteit van service teams. *MAXX Working Paper*, 99-02

ACADEMIC COMMUNITY AND SERVICE

Editorial and Reviewing Activities

Editorships:

2021-current Associate Editor of the *Journal of Service Research*

2023-current Editorial Review Board of *Journal of Business Research*

2019-current	Co-editor of special issue on Strategic Enablement in Business Markets <i>Industrial Marketing Management</i>
2018-current	Editorial Review Board of <i>Industrial Marketing Management</i>
2016-current	Editorial Review Board of the <i>Journal of Personal Selling and Sales Management</i>
2013-2014	Co-editor of special issue <i>Journal of Product Innovation Management on Sales and Innovation</i>
2013-2021	Editorial Review Board of the <i>Journal of Service Research</i>

Reviewer for:

Journal of Marketing
Journal of Marketing Research
Journal of Service Research
International Journal of Research in Marketing
European Journal of Marketing
Journal of Retailing
Journal of the Academy of Marketing Science
Journal of Product Innovation Management
Industrial Marketing Management
Journal of Personal Selling and Sales Management
Journal of Business Research
Academy of Management Journal
Human Relations
Human Resource Management
Decision Sciences

Reviewer for EMAC, European Marketing Association Conference, Service Marketing Track
Reviewer for Marketing Science Institute's 2010 Clayton Doctoral Dissertation Proposal Competition
Reviewer for AMA, American Marketing Association Winter Conference, Service Marketing Track and Sales Management Track

Conference Organization

Co-organizer of Inaugural Research Camp, Marketing Dept. at CBS 25-26 April 2023. We have fantastic line up of keynote speakers: Professor A.J. Kohli (Georgia Institute of Technology), Professor Darren Dahl (University of British Columbia), and Professor Eva Ascarza (Harvard Business School)

Co-chair of Innovations and New Product Development Track, *Academy of Marketing Science (AMS) Annual Conference* June 2-4, New York, USA. 2021.

Co-chair of *B-to-B Marketing Research Camp*, 12 June 2019, a joint research event by Copenhagen Business School & King's Business School, London

Co-chair of the *Sales Educator's Academy Conference*, 7-6 June 2016, Birmingham, UK.

Invited International Conferences

Prof. dr. de Jong regularly attends and presents at leading international conferences in the USA and Europe, most recently:

2023 Johannes Habel, Nathanael Hartmann, Selma Kadic-Maglajlic, Ad de Jong, Nicolas Zacharias, Fabian Kosse Thought Leadership Conference on the Sales Profession

June 15-16 University of Virginia, Washington, D.C

- 2019 Special Session: Embracing the Complexity of Solutions in Business Markets: Where Do We Come From? Where Do We Go?. CHAIRS: de Jong, A., W. Ulaga, A. Eggert, T Ritter (Chairs). A.J. Kohli, M. Houston, W. Ulaga, Ed Bond (Panelists).
- 2018 Workshop Discussion Leader 'Frontline Marketing in B-to-B' to the 7th Aston Marketing Research Camp (26 June 2018), Aston University, Birmingham.
- 2018 Councilor of The Research Roundtables at the ISBM PhD Camp, August 8, MIT Sloan School of Management, Boston, MA.
- 2018 Breakout Leader/Facilitator of final session 'Setting the Future Research Agenda in Sales' New Horizons Sales Pre-Consortium, Northeastern University, 10 Aug, Boston. MA.
- 2017 Van de Borgh, W., de Jong A., and Nijssen E. (2017). When and Why Does (Im) Balance of Customer—Coworker Directed Behaviors Matter in the Frontline? Thought Leadership Conference on the Sales Profession at *HEC*, Paris.
- 2014 Van de Borgh, W., de Jong A., and Nijssen E. (2014) Helping Colleagues in the Sales Unit with the Sale of Products. Thought Leadership Conference on the Sales Profession at *Columbia University*, New York.
- 2013 Invited for giving a presentation on. Research Frontier: Salespersons as Knowledge Brokers in NPD, on the Innovation-Marketing Symposium (August 8, 9) at *MIT Sloan School of Management*, Boston.
- 2012 de Jong A. (2012) Helping Team Colleagues with the Sale of New Products. Thought Leadership Conference on the Sales Profession at *Harvard Business School, Harvard University*, Boston.
- 2008 Invited by the *American Marketing Association Winter Educators Conference* in Austin, 2008 to provide a Special Session on Hierarchical Linear modeling.

Other International Conferences

- 2022 Winter, Christian, Nicolas Zacharias, Ad de Jong, Johannes Habel. (2022) Born to Sell? The Relationship Between Salespeople's Genetic Predispositions and Their Canvassing and Closing. *AMA Winter Conference*, Las Vegas, NV, USA, 17-20 Feb 2022.
- 2019 Khusainova, Rushana, Ad de Jong, Nick Lee, Greg Marshall, John Rudd. Salesperson intrinsic and extrinsic motivation revisited: a combinatory perspective. *Academy of Marketing Science (AMS) Annual Conference* May 29-31, Vancouver, Canada.
- 2019 M. van der Borgh, A. de Jong, E. Nijssen (2019). Conference presentation. Balancing Frontliners' Customer and Coworker Directed Behaviors when Serving Business Customers. *Journal of Service Research. AMA Winter Academic Conference*, Austin, TX, USA, February 2019.
- 2017 Van der Borgh, W., de Jong A., Nijssen, E. Why Helping Peers Does Not Always Make You Poor: The Contingent Role of Common and Unique Position Within the Sales Unit. *AMA Winter Conference* 16-19 Feb 2017 Orlando, FL
- 2016 Lages C, A. de Jong A., J. Schepers (2016) Does manager success generate frontline employee learning and internal influence? *Frontiers in Services Conference 2016*, Bergen, Norway 23-26 June.

- 2016 De Jong, A., S. Renes, E. Paap, L. Grimme. (2016) Presenting a Marketing & Sales Simulation Game. *Sales Educator's Academy Conference 2016*, Aston University, Birmingham, 7-9 June.
- 2016 Van der Borgh, W., de Jong A., Nijssen, E. (2016) Alternative Mechanisms Guiding Salespersons' Ambidextrous Product Selling *American Marketing Association Winter Conference 2016*, Las Vegas, Nevada 18-21 February
- 2015 Nagler, Hannah, Robert Wilken, and Ad de Jong (2015). The power of the first offer: A multilevel approach to concession-making in price negotiations. EMAC 2015 Conference, May 26-29 Leuven, Belgium.
- 2015 Kiratli, N., Rozemeijer, F., de Ruyter K, and de Jong A. (2015) Team Creativity Climates January IPSERA Conference March 29 – April 1, Amsterdam
- 2015 Van der Borgh, W., de Jong A., Nijssen, E. (2015) *Helping Colleagues With the Sale of Innovations: Does it Harm or Benefit Salesperson's Own Performance?* *American Marketing Association Winter Conference 2015*, San Antonio, Texas 12-15 February
- 2013 Kiratli, N., Rozemeijer, F., de Ruyter K, and de Jong A. (2013). EMAC Doctoral Colloquium. Boosting Creativity in B2B relationships: Conceptualizing Creative Engagement
- 2013 de Jong, A (2013) New Product Selling: A Research Agenda, BETA Conference "Dynamic Pricing", Eindhoven University of Technology October 30-31, 2013
- 2013 Van de Borgh, W., de Jong A., Nijssen, E. (2013) Helping Team Mates During New Product Selling: When Does it Pay off? *American Marketing Association Winter Conference 2013*, Las Vegas, Colorado 14-18 February
- 2012 K.H. van Donselaar, A. de Jong, J. Peters Forecasting demand during promotions for perishable items ISIR August 20-24, 2012 Budapest
- 2012 de Jong, A. (2012) Selling Innovations: A Research Agenda. Sales Research Symposium, Aalto School of Economics, November 5, Helsinki Finland
- 2012 Van de Borgh, W., de Jong A., Nijssen, E. (2012) Helping Teammates during New Product Selling: When Does It Pay Off?" EMAC 2012 Conference, Lisbon.
- 2011 Van de Borgh, W., de Jong A., Nijssen, E., Wieseke J (2011). Does Sales Manager Attention Focus Matter for Selling New and Existing Products? The Moderating Role of Organizational Identification. EMAC 2012 Conference, Ljubljana.
- 2010 Van de Borgh, W., de Jong A., Nijssen, E., Wieseke J (2010). Ambidextrous Sales Manager's and their Influence on Salespeople's Selling of New and/or Existing Products. Marketing Science Conference June 17-18 Cologne 2010, Germany
- 2010 Schepers, J.J.L., de Jong, A., Ruyter, K. de, Wetzels, M. (2010). Team Stewardship in Customer Service Teams: Antecedents and Consequences, *American Marketing Association Winter Conference 2010*, New Orleans, Louisiana, 19-22 February.

Supervision of Ph.D. theses

Jeroen Schepers (finalized at: 31-01-2008)

Title: The Role of Social Processes in Technology Acceptance

Michel van der Borgh (finalized at: 03-10-2012)

Title: Sales Management Drivers of Salesperson New Product Selling

Andreas Pufall (finalized at: 14-03-2013)
Title: Product Ramp-ups in Consumer Electronics:
The Impact of Product Architectures and Software Complexity

Nadine Kiratli (finalized at: 04-07-2016)
Title: Creativity – The Key to Value Creating Procurement: A Conceptualizing and Application of
Creativity Climate in Sourcing and Co-innovation Teams

Rushana, Khusainova (finalized at: Aug 2018)
Title: How Motivational Orientations Drives Salesperson Performance

Duc Tien Le (finalized at: 22-07-2020)
Title: Corporate Social Responsibility (CSR) in Emerging Economies

Sönnich Sönnichsen (finalized at: 03-06-2021).
Title: / Exploring the Interface Between Public Demand and Private Supply for Implementation of
Circular Economy Principles.

Ankita Tibrewal (finalized at: 04-04-2022)
Title: Language Operating Capacity: The Construct, Antecedents, and Outcome Variables

Daniela Micu (started: Spring 2021)
Title: Commercializing Digital Healthcare Platforms: Managing Multiple Stakeholders

Anna Petersen (started: Fall 2023).
Title: Buying from a foreigner: Consumer stereotyping of immigrant salespeople in retail sales

PhD dissertation awards

2019 My PhD student Rushana Khusainova was awarded the runner-up of the 2019
Doctoral Dissertation Award in the area Personal Selling and Sales Management,
which will be presented during the Sales SIG's reception at the 2019 Summer AMA
Conference

Member of Doctoral Dissertation Committees

Marija Sarafinovska (Copenhagen Business School)	Graduates in Jan. 2024
Steffi Kohl (Maastricht University)	Graduated in October 2023
Victor Temprano (Marketing, University of Valladolid)	Graduated in June 2018
Gabrielle Daniels-Gombert (Marketing, Aston University)	Graduated in August 2017
Nadine Kiratli (Marketing, Maastricht University)	Graduated in July 2016
Hans J. Berger (Marketing, University of Groningen)	Graduated in May 2015
Wouter van den Berg (Marketing, Erasmus University)	Graduated in May 2014
Heidi Romero (Inform. Syst., Eindhoven University of Tech.)	Graduated in April 2014
Andreas Pufall (Oper. Man., Eindhoven University of Tech.)	Graduated in March 2013
Michel van der Borgh (Marketing, Eindhoven University of Tech.)	Graduated in Oct. 2012
Marcel Weber (Organ. Sc., Eindhoven University of Technology)	Graduated in April 2011
Freek Hermkens (Marketing, Radboud University)	Graduated in Dec. 2012
Janneke Hooijer (Educ. Studies, Eindhoven University of Tech.)	Graduated in July 2010
Yvonne Kirkels (Innov. Man., Eindhoven University of Tech.)	Graduated in Nov. 2010

Jeroen Schepers (Marketing, Eindhoven University of Tech.)

Graduated in Jan. 2008

Invited Research Seminars/Workshops

Prof. Dr. de Jong has provided numerous seminars and workshops in different countries, most recently at:

University of Oviedo, Spain	(April, 2024)
BI Norwegian Business School, Norway	(February, 2024)
University of Minho, Braga, Portugal	(June, 2023)
University of Valladolid, Spain	(February, 2023)
University of Linköping, Sweden	(November, 2022)
University of Valencia, Spain	(March, 2022)
Cass Business School, UK	(June, 2020)
University of Oviedo, Spain	(May, 2020)
University of Warwick, UK	(March, 2020)
University of Ljubljana, Slovenia	(Oct. 2018)
Aston University, Birmingham	(June, 2018)
Aalto University, Helsinki	(May, 2017)
Universidad Valladolid, Spain	(May, June 2017)
Copenhagen Business School, Denmark	(April, 2017)
University of Reading, UK	(December 2016)
Maastricht University, the Netherlands	(November 2016)
University of Manchester, UK	(June 2016)
Wageningen University, the Netherlands	(April 2016)
Eindhoven University of Technology, the Netherlands	(February 2016)

Visiting Scholar

2017, 2023	University of Valladolid
2008	Aston Business School, University of Aston
2008-2009	Henry W. Bloch School of Business, University of Missouri, Kansas City

Examples of Industry Collaboration

Quantic, Copenhagen (Marketing Intelligence)

Confederation of Danish Industries (Business Game Day)

Rabobank (Service Marketing, Marketing Analytics)

Getronics (Sales Teams; Marketing Analytics)

Dexia Bank (Service Marketing; Marketing Analytics)

Océ – A Canon Company (B-to-B Marketing, Marketing Analytics)

Unilever (New Product Marketing)

Vanderlande Industries (Personal Selling, B-to-B Marketing, International Marketing)

Oracle (Personal Selling and Sales Management)

The Next Organization (co-developer of a Business Game)

BrainCompass (Member of the Scientific Board, Personal Selling)

Jaguar Land Rover (New Product Marketing, Personal Selling)

Philips Electronics Company (Innovation Marketing)

KPN Mobile telecommunication company (Sales/Marketing; Marketing Analytics)

Baan Company/Vanenburg Group (Marketing Analytics)

Vereniging van Reformatorische Ondernemers (VRO)

Examples of Academic and Managerial Advice

Customer Journey

- ✓ Customer Journey in Healthcare: A Case Study on Customer Journey Optimization for Chronic Patients (**Coloplast**) (Introduction to the German Market)
- ✓ Personalizing the Online Customer Journey: A case study of **Boozt**

Circular Economy/Sustainability

- ✓ Understanding circular economy in a service setting: The case of **IKEA** Green Friday
- ✓ Consumer Acceptance of Product-Service Systems for the Circular Economy (in the Context of the **Furniture Industry**)
- ✓ What drives Customers to adopt Circular Economy Products? An investigation of differences between Generation X and Generation Z consumers in the adoption behavior of refurbished smartphones on the **German market**
- ✓ Customer Engagement in Circular Economy: A Case Study of Access-Based Consumption in the Luxury Market (**ReBuyBaby**)
- ✓ The Green Evolution: how does activation of irrational protection motives influence green consumption?
- ✓ Local Norms and Their Influence on Cycling Behaviour. Insights from Copenhagen and Birmingham

Influencer Marketing

- ✓ Identifying Effects of FMCG Influencer Marketing: **Red Bull** Empirical Case Study
- ✓ The Age of Influence. Where Instagram Acts as the Virtual Business Card: A Case Study of the **Danish Fashion Industry**
- ✓ The Effects of Instagram Fashion Influencers on Luxury Buying Behavior in the Western Balkan

Digital Marketing

Podvertising / Digital Transformation/ Platforms/ Augmented Reality

- ✓ The Power of Customer Engagement on Modern Social Media Platforms Exploring the mechanisms of customer engagement on Instagram and TikTok to thrive in today's digital marketplace
- ✓ Achieving customer centric digital transformation: The case of **Iveco Danmark A/S**
- ✓ Augmenting the Brand Purpose: A New Way of Communication? An Exploratory Study on How Consumers Experience the Brand Purpose via Branded Augmented Reality Filters
- ✓ Podvertising: A Study of How Podcast Marketing Can Stimulate Brand Equity (Companies: **Bedre Nætter, Gastrotools, DSB**).
- ✓ Digital Customer Engagement: An Exploratory Study of Digital Customer Engagement Drivers on Over-the-top Video Streaming Services: A Case Study at **DR**
- ✓ Digital Transition in Financial Services: A case study of the value co-creation process at **Topdanmark**

Value Co-Creation

- ✓ Value Co-Creation in the Flagship Store Concept: A Study on the **Nike House of Innovation**
- ✓ Co-creation of value through collaboration - An assessment on the opportunities of co-creation through collaboration in the **Danish advertising industry**.
- ✓ How to Facilitate Value Co-Creation in a Digital Platform: A Case Study of **Airbnb**
- ✓ Understanding customer-centricity with a focus on value co-creation: The case of a **Danish furniture distributor**
- ✓ Customer Engagement goes to the theatre Building customer engagement in **Danish theatres**

Branding/Employer Branding

- ✓ The Employer Brand Building a Branded Connection with your Frontline Service Employee (**Blue Lagoon Iceland**)
- ✓ Employer Branding in the Circular Economy; A case study on the process of employer branding towards an improved brand offering and the role of employee skepticism: A Case Study of **Rambøll Group A/S**
- ✓ Media synchronicity in virtual IT delivery teams: **Case Innologic**

Startups

- ✓ Value-based Selling in Startups
- ✓ The Effect of Novel Branding Approaches on Brand Trust and **Startup Success Potential** - a Quantitative Study

International Marketing

- ✓ Pay-What-You-Want Pricing Mechanism and the Influence of National Culture
- ✓ The Role of Cultural Intelligence in Expatriate Cross-Cultural Adjustment: The Moderating Effects of Cultural Distance and International Experience
- ✓ Customer Journey in Healthcare: A Case Study on Customer Journey Optimization for Chronic Patients (**Coloplast**) (Introduction to the German Market)