UPCOMING EVENTS

**Masterclass The Gentle Art of Helping - 18 January**
Meindert Flikkema and Peter Tack will give a masterclass titled "The Gentle Art of Helping" at the VU. Registration to this event has been closed. For more information please click [here](#).

NEWS

**Celebrating high impact research**
Marketing department researcher, Dr. Amir Grinstein got his paper "Physical Activity Counseling in Primary Care: Insights from Public Health & Behavioral Economics" accepted in *CA: A Cancer Journal for Clinicians*, which is a journal of the American Cancer Society.

This journal has the **highest impact factor of all scientific journals** (137.6 – the number two on this list has an impact factor of 59.6). The paper (which he wrote with of a group public health scholars and behavioral economists) reviews the benefits of behavioral economics for public health. Apart from the remarkable impact, this paper is a nice demonstration of the ability of management researchers...
ABRI PhD Winter School on Classics of Organization and Management Theory 2017
ABRI offers a unique opportunity to participate in the ABRI PhD Winter School on “Classics of Organization and Management Theory 2017”, which will take place on February 22, 23 and 24. Please click here for the Winter School syllabus for more information.

Study period: February 22-24 2017
ECTS: 3
Location: Vrije Universiteit Amsterdam
Room: The room will be announced in due course

Both fulltime and part-time PhD students are welcome to join.

About the Winter School
The purpose of the ABRI PhD Winter School is to introduce PhD candidates a) to most prominent theories in organization and management science, and b) to address key scholarly debates concerned with these theories. The Winter School will help PhD candidates to develop better suited framings and problematizations for their papers, as well as will help them to attain a better view on possible contributions of their research.

Next to helping PhD candidates in their own work, this Winter School will also equip participants with a background in most relevant theories needed to review work of other scholarly peers. This is an important set of skills for any aspiring PhD candidate.

The more specific learning objectives of this course are to 1) acquire knowledge and understanding about key theories within the academic field of organization and management science and 2) develop academic skills related to discussing about diverse studies and connections between them.

Registration and practicalities
All reading material is available on Blackboard. You will be granted access to the relevant page upon registration.

To register for the ABRI Winter School, please send an email (n.m.konijn@vu.nl) latest on Monday, January 23, 2017.
Brand relationship norms as cause of customer engagement behavior: An experimental study