UPCOMING EVENTS

ARCA Research Seminar: 23 June, 2014: Dominic Detzen
Dominic Detzen (VU) will present his paper “A “New Deal” for the Profession: The Expansion of the Committee on Accounting Procedure in 1938”. This seminar will take place on Monday, June 23rd from 12.00 - 14.00 in OG-08 Main Building. To register for the ARCA seminar, please send an email to: l.m.abinta@vu.nl

ABRI: PhD Defence: June 23, 2014: Suzanne van der Ster
Suzanne van der Ster will defend her dissertation “Approximate feasibility in real-time scheduling: Speeding up in order to meet deadlines” on June 23 at 15:45 in the Aula at the VU University Amsterdam. For more information please click here.

Accounting: PhD Defence: June 26, 2014: Yvonne Krabbe-Alkemade
Yvonne Krabbe-Alkemade will defend her dissertation "The impact of market competition and patient classification on Dutch hospital behavior" on June 26 at 13:45 in the Aula at the VU University Amsterdam.

NEWS

Anne-Madeleine Kranzbühler and Mirella Kleijnen winners of MSI Research Competition on "Social Interactions and Social Media Marketing"
The research competition by the Marketing Science Institute called for novel research on the broad topic of social interactions and social media marketing, investigating critical questions in this area that are relevant to both academics and marketing practitioners.

The winning project called “Moments that matter: The impact of online social interaction on the customer journey” was awarded $9,400 and investigates the role of firm-initiated social interaction platforms in the customer journey. Firms increasingly provide customers with such platforms as value-adding services offering not only subjective consumer reviews but often also objective expert ratings. However, little is known about how the actual design of a firm-initiated platform affects the consumer journey. The research project aims to answer the questions of how the simultaneous presence of both subjective and objective reviews affects consumer decision making and how, in turn, such a firm-initiated social interaction platform affects the evaluation of the providing firm.

For this research, we collaborate with our partner VODW. Through this collaboration, cooperation with a large Dutch health insurance company was secured. This company provides its customers with a platform that offers both reviews from other customers and expert judgments of the medical quality to enable them to make a well-informed decision when choosing a health service.
Ezgi Akpinar wins McKinsey Marketing Dissertation Award 2014

For the sixth time, the European Marketing Academy (EMAC) and the McKinsey & Company management consultancy have awarded the "EMAC McKinsey Marketing Dissertation Award" for outstanding research in the field of marketing. The award was made public at the EMAC Annual Conference in Valencia on Friday, June 6, 2014. The "EMAC McKinsey Marketing Dissertation Award" honors the authors of outstanding dissertations on marketing topics submitted to universities in Europe, the Middle East, or Africa. This year, 36 young scholars from various countries took part in the program. Based on the novelty, relevance, and conceptual rigor of their submissions, the award jury selected three finalists.

The first-place winner, Ezgi Akpinar, earned a EUR 7,000 cash prize for her dissertation. Her research examines drivers of "valuable virality" – in particular, whether certain types of advertising appeals can bolster both ad- and brand-related outcomes. The results suggest that if a viral ad could just as easily be for an entirely different brand or product category, it is less likely to end up being effective. Instead, companies should make their product and the brand logo an essential part of the content they generate.

Ahmad Huzaimi Abd Jamil new PhD candidate

Ahmad Huzaimi Abd Jamil is a new PhD candidate under the supervision of Prof.Ir.Dr. B.A.G Bossink, Faculty of Sciences. He graduated in Master of Business Administration (MBA) at University Utara Malaysia and BBA.(Hons) Marketing at University Teknologi MARA(UiTM), Malaysia. He received a scholarship from the Ministry of Higher Education Malaysia for 4 years. His PhD thesis is a comparative study in Construction Project Management between developed and developing countries (Malaysia and the Netherlands) which involves identifying the factors that lead to the barriers of successful implementation of Lean Construction hence, to determine the strategies to overcome the barriers concerning the sustainability components that are social, economic and environment.

EVENT OVERVIEW

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ETDW: Workshop: June 27 and 28: Michael Lounsbury, David Seidl and others
The 3rd European Theory Development Workshop will be held on the 27th and 28th of June at VU
University, Amsterdam. The workshop is an initiative of a number of leading European business schools and provides European researchers with an opportunity to present and share papers with the editors of the leading theory journals in the field including the Academy of Management Review, Organization Science, Journal of Management Studies and Organization Studies. The overall purpose of the workshop is developmental, with editors and experienced senior colleagues providing feedback and helping to get papers a step closer to publication. More than 60 of the leading researchers in business and management will be on campus for those two days, including the two keynote speakers for this year’s event: Michael Lounsbury (University of Alberta) and David Seidl (University of Zurich). They will work hard during the day, but will enjoy the picturesque scenery and urban cool of Amsterdam during a social event on the Friday evening.

ABRI: KIN Summer School: June 29 – July 2, 2014
The KIN Summer School 2014 “Practice and Process Research on Knowledge, Information and Innovation” will be held from June 29th to July 2nd at VU University Amsterdam. This Summer School is organized by the KIN Research Group together with ABRI and during 4 intensive days participants and faculty will discuss research in the field of IT, knowledge and innovation. The teaching faculty consists of an international group of professors, known for their research in the field: Samer Faraj (McGill University, Canada), Raghu Garud (Penn State University, USA), Davide Nicolini (Warwick Business School, UK), Hans Berends and Marleen Huysman (KIN Research, VU University Amsterdam). Participants will engage in intensive sessions with faculty focusing on recent theoretical and methodological advances.

ABRI: PhD Defence: June 30, 2014: Susanne Wruck
Susanne Wruck will defend her dissertation "Optimisation of warehouse operations for companies with high return flows” on June 30 at 10:45 in the Aula at the VU University Amsterdam.

ABRI: PhD Defence: July 7, 2014: Chen Fleisher
Chen Fleisher will defend his dissertation titled “The contemporary career navigator: Individual and organizational outcomes of self-directed career management” on July 7 at 11:45 in the Aula at the VU University Amsterdam. For more information please click here.

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