**ARCA: Seminar: December 14, 2015: Sanne van Duin**

Sanne van Duin (VU university Amsterdam) will present her paper (co-authored with Henri Dekker, Juan Pablo Mendoza and Jacco Wielhouwer) titled: “Self-regulation, Firm’s Time Horizon, and Regulatory Compliance: Evidence form Financial Intermediaries”. This seminar will take place on Monday, December 14 from 12.00 to 14.00 in 8A-44 in the Main building. To register for the ARCA seminar, please send an email to: l.m.abinta@vu.nl

**ABRI: Town Hall Meeting: December 15, 2015**

On behalf of the Amsterdam Business Research Institute (ABRI), we would like to invite you for a Town Hall meeting (an information session) on Tuesday, December 15, from 15.00-17.00 in room 14A-36 (main building).

The following topics will be discussed:

1. Results of the National Research Assessment. How did we do?
2. 30 EC of coursework requirements for PhD candidates (full-time and part-time). Which courses are available, and how to approach the PhD candidate’s individual training plan?
3. Update on the new Research Master and different trajectories for a PhD.
4. Executive PhD (a part-time PhD programme for professionals). Opportunities for supervision of external PhDs.
5. Introducing a new PhD course on Research Ethics and Integrity, and an update regarding the Research Ethics Review Board.
6. Introducing “Visiting Professor” vacancies.

We also want to use this meeting as an opportunity to thank all of you for your contributions to the development of the Amsterdam Business Research Institute and its activities. We will conclude the meeting with a reception toasting in appreciation of your contribution, and to wish you all a great holidays’ season.

ABRI is looking forward to seeing you there!

**ABRI: Seminar: December 15, 2015: Yuliya Snihur**

Yuliya Snihur will present her paper “What leads to business model innovation in new firms?” on Tuesday December 15 in room BV 0H38 at 16:00. To register for this event, please send an e-mail to: m.diezdonoso@vu.nl no later than 11 December 2015. For the abstract and a short biography please click here.

**ABRI: Lunch Seminar: December 16, 2015: Katrijn Gielens**

The lunch seminar by Katrijn Gielens of the University of North Carolina will take place on Wednesday the 16th of December in 1A-36. It will be from 12:00-13:00 hours. To register for this event, please send an e-mail to: m.diezdonoso@vu.nl before the 15th of December 2015. For more information please click here.
ACE: Research Seminar: December 17, 2015: Galina Shirokova
The Amsterdam Center for Entrepreneurship invites you to the Research Seminar by Professor Galina Shirokova of the St. Petersbourg State University. This seminar will take place at the Vrije Universiteit Amsterdam, room 1A-58 (Main Building), on December 17th from 12.30-13.30. Lunch will be included. For more information please click here.

ABRI TUTORIAL
On March 3, 2016, Dr. Ralf van der Lans, Associate Professor at Hong Kong University of Science and Technology (link), provides an opportunity for FEWEB faculty members to attend his tutorial on “Bayesian Inference of Multiple Discrete Choice Models” at Vrije Universiteit Amsterdam. The tutorial will take place from 09:00 – 12:00. The location will be announced in due course. Some basic knowledge of Bayesian statistics and programming language is required to participate in the tutorial. In case you wish to participate, please send an email to Mar Diez (m.diezdonoso@vu.nl) latest December 11.

NEWS
Business research of FEWEB received high scores during the latest QANU Research Assessment
Business research activities and graduate education of Amsterdam Business Research Institute is highly assessed during the Quality Assurance Netherlands Universities (QANU) Research Assessment. All major Dutch universities went through this assessment in September 2015. Business research of FEWEB received the scores ‘very good’ for both quality and relevance for society and ‘excellent’ for viability.

Moreover, the assessment report states that “In terms of citation impact, the CWTS benchmark analysis shows VU (economics and business studies together) in second place within the Netherlands and just outside of the top 10 of European benchmark institutes.”

Furthermore, the committee wrote with respect to ABRI: “the committee was very impressed with the excellence of the strategy, as well as with the outstanding leadership and team spirit in its execution.”

ABRI would like to thank all business researchers and support staff for enabling this great result, of which we can all be very proud.

Jiska Eelen blogs about her paper about brand placement, accepted for publication in the International Journal of Advertising
A paper of Jiska Eelen has been accepted for publication in the International Journal of Advertising. She blogs about the findings of the paper on the website of SWOCC, a Dutch institution that disseminates scientific findings about marketing communication to practitioners.

The research, co-authored with Yann Verhellen, Nathalie Dens and Patrick De Pelsmacker, investigates an advertiser-funded program (AFP), a television program which is fully sponsored by and built around a sponsoring brand. It looks at the short- and long-term impact of brand placement in the program on viewers’ attitudes toward the sponsor brand and its main competitor.

The research shows that program liking positively impacts brand attitude for the sponsor, but that this effect becomes weaker over time. However, if the program and sponsor brand fit well together, this reinforces the positive effect of program liking on brand attitude, especially in the longer term. In the longer term, program liking of an AFP also positively impacts viewers’ attitude toward the main competitor of the sponsor, unless again the program and sponsor brand fit well together.

A free pdf of the paper can be downloaded
Paper on Tandfonline.com: The short- and long-term impact of brand placement in an advertiser-funded TV program on viewers’ attitudes toward the sponsor brand and its main competitor. Click here.
Read the blog of Jiska Eelen (in Dutch): [Hoe goed past jouw merk in de hoofdrol van een tv-programma?](#)

**Saskia Nijs Interviewed on BNR Radio**

On the 5th of December Saskia Nijs, Part-time PhD Saskia Nijs was interviewed on BNR Radio on efficiency of freelancers and her experiences as freelancer (in Dutch: zzp’er).

For the interview (in Dutch) please click [here](#).

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**EVENT OVERVIEW**

**M&O: Lunch seminar: January 7, 2016: Fabrice Lumineau**  
Fabrice Lumineau (Purdue University) will present his paper titled “The double-edged effect of contracts on alliance performance” on 7 January from 12:30 till 13:30 in room 8A-44. Lunch will be provided. For the abstract please click [here](#).

**EURAM: Deadline call for papers: January 12, 2016**  
The submission deadline for papers for the next Euram conference that will be held in Paris from 1-4 June 2016 for the track "Corruption or Collaboration: The Implications of Cultural Practices for Global Business and Management" is on January 12, 2016, at 14:00. This track has been proposed by SERVUS. For more information please click [here](#).

**M&O: New Year’s breakfast: January 12, 2016**  
The New Year's Breakfast for the M&O department will be on 12 January from 9:00 till 12:00 in room 4A-00.

**M&O: Lunch Seminar: January 14, 2016: Richard Arvey**  
On January 14 there is an extra lunch seminar. Richard Arvey from National University Singapore will present his paper entitled “Genetic factors of Organizational Behavior: A review of the past 20 years of research”. This seminar will take place from 15:00-16:00hrs in room 1H-17 (BelleVue), followed by drinks in The Basket. The seminar and drinks will be hosted by Brian Spisak. There is also a possibility for Phds and other faculty to meet with Richard to discuss their research and get feedback. Please [contact Brian](#) if you're interested I meeting Richard.

**Marketing: Tutorial: January 13, 2016: Koert van Ittersum**  
On January 13, 2016, Koert van Ittersum Professor of Marketing and Consumer Well-Being will give a tutorial about “Identifying substantive research topics”. The tutorial, organized by the Marketing Department and ABRI, will discuss how to identify substantive research topics and the challenges that one will encounter with conducting and publishing this type of research. It will be an interactive discussion that requires the active involvement of the participants. To facilitate this, please read the article "Boundary Research: Tools and Rules to Impact Emerging Fields" and follow the instructions. The tutorial will take place from 09:00 – 12:00 in room 12A-36. In case you wish to participate, please send an email to Mar Diez (m.diezdonoso@vu.nl) before January 11. Upon request she will also send you the article and the instructions.

**ABRI: PhD Defence: January 14, 2016: Stella Pachidi**  
On January 14 at 11:45 in the Aula Stella Pachidi will defend her dissertation titled "Crunching the numbers: Studying the enactment of analytics in an organization". For more information please click [here](#).

**ACE: Business Trip to Silicon Valley: January 18, 2016**  
Are you an entrepreneur and is your company ready for the next step? Would you like to go to Silicon Valley to have one-on-one meetings with potential customers, partners and investors? For more information please click [here](#).
M&O: Research Afternoon: January 19, 2016
The M&O Research Afternoon will be held on 19 January in Alma 1/2, 10th floor OZW building, from 13:00-17:00. The themes of the three workshops are: 1. How to deal with ethical issues during your research? 2. How to write a conceptual/review/meta-analysis paper (i.e., other type of paper than a typical empirical paper)? 3. How to gain and negotiate access to organizational data?

ABRI: PhD Defence: January 21, 2016: Sabrine El Baroudi
On January 21 at 15:45 in the Aula Sabrine El Baroudi will defend her dissertation titled “Shading fresh light on proactivity research: Examining when and how proactive behaviors benefit individuals and their employing organizations”. For more information click here.

ABRI/KIN: Lunch Seminar: January 29, 2016: Llewellyn Thomas
On 29 January from 12:30 till 13.30 Llewellyn Thomas from Imperial College London will present his paper (co-authored with E. Autio) titled “The processes of ecosystem emergence”. Room to be announced. For the abstract please click here.

ABRI: Research Seminar: February 2, 2016: Nick Oostervink
Nick Oostervink will present his paper titled “Enterprise Social Media & Institutional Logics” on 2 February at 16:00 in room 1A-36. The seminar will be followed with drinks in the Basket.

The workshop titled “Towards a social practice approach in entrepreneurship” is organized by William B Gartner, Dr. Neil Thompson, Dr. Eveline Stam, and Dr. Karen Verduijn and is intended for PhD students looking for course work on practice theory and entrepreneurship as well as connections and feedback from top international scholars and International scholars that are using or interested in using a practice theory-led approach to entrepreneurship. Application deadline is 11 December. For more information please click here. More details will be published soon on the ABRI website.

Lund University: Application Deadline: March 15, 2016
Lund University (Sweden) organises several International PhD courses in Spring 2016. Their intensive courses offer a combination of lectures, seminars, and workshops for students to learn and receive guided feedback on their PhD projects from leading scholars. The first course covers Critical Management Studies (18-22 April), the second course engages in Reflexive and Creative Methodology (9-13 May) and the third course discusses Critical Perspectives on Leadership (16-20 May). These courses are aimed to be of interest to participants from across the social sciences. The first application deadline is March 15, 2016. For more information please click here.