ARVID O. I. HOFFMANN

Curriculum Vitae – May 2017

University of Adelaide	E-Mail : arvid.hoffmann@adelaide.edu.au
Adelaide Business School	Web : www.arvidhoffmann.com
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SA 5005, Australia	Skype : arvid_1981

Education:

2007 : Ph.D. in Economics and Business, University of Groningen, the Netherlands.
Ph.D. thesis title: "Essays on the Social Dimensions of Investor Behavior."

2003 : M.Sc. in Business Administration, University of Groningen, the Netherlands.
Graduated with distinction (cum laude), double major Marketing and Finance.

Employment:

2017 – now : Professor of Marketing, University of Adelaide Business School, Australia.

2015 - 2016: Associate Professor of Finance, Maastricht University, the Netherlands.

2007 - 2015: Assistant Professor of Finance, Maastricht University, the Netherlands.

Other Affiliations:

2017 –now : International Centre for Financial Services (University of Adelaide).

2015 - now : Centre for Risk, Banking and Financial Services (Nottingham University).

2011 – now : Behavioral Finance Working Group (Queen Mary University of London).

2008 - now : Network for Studies on Pensions, Aging and Retirement (Netspar).

Visiting Positions:

2014 : Visiting Scholar, Chair of Finance and Banking, Mannheim University, Germany.

2014 : Visiting Scholar, Aalto University School of Business (Helsinki School of Economics), Finland.

2014 : Visiting Scholar, Centre for European Economic Research (ZEW), Germany.

2012 : Visiting Scholar, Foster School of Business, University of Washington, United States of America.

2012 : Visiting Scholar, Aalto University School of Business (Helsinki School of Economics), Finland.

2011 : Visiting Scholar, Leavey School of Business, Santa Clara University, United States of America.

2007 : Visiting Scholar, Leavey School of Business, Santa Clara University, United States of America.

Research Interests:

My research interests are interdisciplinary and bridge the fields of marketing and finance. As a primary research interest, I seek to better understand how individuals make (complex) financial decisions, such as investment choices. To do so, I integrate theories and methods from marketing as well as finance. In particular, I use survey and experimental data to uncover what individuals think and feel when anticipating or making important financial decisions and relate this to their actual behavior as revealed by, for example, personal bank and brokerage data. My research informs policy makers and practitioners how different frames or simple primes can "debias" individuals and help improve their financial decision-making. As a secondary research interest, I aim to better understand the interactions between capital and consumption markets. Specifically, I combine primary and secondary data to unravel how marketing actions and investments drive financial market outcomes, and vice versa.

In broad terms, my research interests are:

- behavioral economics and finance
- consumer financial decision-making
- financial services marketing
- household finance
- individual investor behavior
- interactions between consumption markets and capital markets
- marketing-finance interface

Publication Record:

- Articles in peer-reviewed journals: 22
- Chapters in peer-reviewed books: 3
- Non-peer reviewed policy articles: 7
- H-index according to Google scholar: 13
- i10-index according to Google scholar: 16
- Citations according to Google scholar: 668
- Google scholar profile available at: http://scholar.google.nl/citations?user=vT3XwiUAAAAJ

Key publications in such journals as: *Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Marketing Letters, European Journal of Marketing, Journal of Business Research, Journal of Banking and Finance, Journal of Economic Behavior and Organization, Accounting and Finance, Theory and Decision.*

Overview of Number of Publications and ABDC Journal Ranking*			
A*	**A**	**B**	**C**
5	**7**	**8**	**1**
*** Table excludes publications not ranked in ABDC.**			

Publications:

Key Articles in Peer-Reviewed Journals (ABDC A* and A):

1 - **Hoffmann, A. O. I.** & T. Post (forthcoming). "How Return and Risk Experiences Shape Investor Beliefs and Preferences." Accepted for publication at *Accounting and Finance*.

JCR 5-Year Impact Factor: 0.93. ABDC: A.

2 - Aspara, J., A. Chakravarti & **A. O. I. Hoffmann** (2015). "Focal versus Background Goals in Consumer Financial Decision-Making: Trading Off Financial Returns for Self-Expression?" *European Journal of Marketing,* 49 (7/8), 1114-1138.

JCR 5-Year Impact Factor: 1.57. ABDC: A*.

3 - **Hoffmann, A. O. I.**, T. Post & J. M. E. Pennings (2015). "How Investor Perceptions Drive Actual Trading and Risk-Taking Behavior." *Journal of Behavioral Finance*, 16 (1), 94-103.

JCR 5-Year Impact Factor: 0.33. ABDC: A.

4 - Aspara, J. & **A. O. I. Hoffmann** (2015). "Selling Losers and Keeping Winners: How (Savings) Goal Dynamics Predict a Reversal of the Disposition Effect." *Marketing Letters*, 26 (2), 201-211.

JCR 5-Year Impact Factor: 1.49. ABDC: A.

5 - **Hoffmann, A. O. I.** & H. Shefrin (2014). "Technical Analysis and Individual Investors." *Journal of Economic Behavior and Organization*, 107 (November), 487-511.

JCR 5-Year Impact Factor: 1.45. ABDC: A*.

6 - **Hoffmann, A. O. I.**, S. F. Henry & N. Kalogeras (2013). "Aspirations as Reference Points: An Experimental Investigation of Risk Behavior over Time." *Theory and Decision*, 75 (2), 193-210.

JCR 5-Year Impact Factor: 0.74. ABDC: A.

7 - Merrin, R. P., **A. O. I. Hoffmann** & J. M. E. Pennings (2013). "Customer Satisfaction as a Buffer Against Sentimental Stock-Price Corrections." *Marketing Letters,* 24 (1), 13-27.

JCR 5-Year Impact Factor: 1.49. ABDC: A.

8 - **Hoffmann, A. O. I.**, T. Post & J. M. E. Pennings (2013). "Individual Investor Perceptions and Behavior During the Financial Crisis." *Journal of Banking and Finance,* 37 (1), 60-74.

JCR 5-Year Impact Factor: 1.72. ABDC: A*.

9 - **Hoffmann, A. O. I.** & T. Fischer (2012). "Behavioral Aspects of Covered Call Writing: An Empirical Investigation." *Journal of Behavioral Finance*, 13 (1), 66-79.

JCR 5-Year Impact Factor: 0.33. ABDC: A.

10 - **Hoffmann, A. O. I.**, J. M. E. Pennings & S. Wies. (2011). "Relationship Marketing's Role in Managing the Firm-Investor Dyad." *Journal of Business Research*, 64 (8), 896-903.

JCR 5-Year Impact Factor: 2.20. ABDC: A.

11 - **Hoffmann, A. O. I.** & T. L. J. Broekhuizen (2010). "Understanding Investors' Decisions to Purchase Innovative Products: Drivers of Adoption Timing and Range." *International Journal of Research in Marketing*, 27 (4), 342-355.

JCR 5-Year Impact Factor: 2.47. ABDC: A*.

12 - **Hoffmann, A. O. I.** & T. L. J. Broekhuizen (2009). "Susceptibility to and Impact of Interpersonal Influence in an Investment Context." *Journal of the Academy of Marketing Science*, 37 (4), 488-503.

JCR 5-Year Impact Factor: 3.80. ABDC: A*.

<u>Other Articles in Peer-Reviewed Journals (ABDC B and C):</u>

13 - **Hoffmann, A. O. I.** & T. Post (2016). "How Does Investor Confidence Lead to Trading? Linking Investor Return Experiences, Confidence, and Investment Beliefs." *Journal of Behavioral and Experimental Finance*, 12 (December), 64-78.

JCR 5-Year Impact Factor: N/A. ABDC: B.

14 - **Hoffmann, A. O. I.** & D. Ketteler (2015). "How Experiences with Trading a Company's Stock Influence Customer Attitudes and Purchasing Behavior." *International Journal of Bank Marketing*, 33 (7), 963-992.

JCR 5-Year Impact Factor: N/A. ABDC: B.

15 - Aspara, J. & **A. O. I. Hoffmann** (2015). "Cut Your Losses and Let Your Profits Run: How Shifting Feelings of Personal Responsibility Reverses the Disposition Effect." *Journal of Behavioral and Experimental Finance*, 8 (December), 18-24.

JCR 5-Year Impact Factor: N/A. ABDC: B.

16 - **Hoffmann, A. O. I.** & T. Post (2014). "Self-Attribution Bias in Consumer Financial Decision-Making: How Investment Returns Affect Individuals' Belief in Skill." *Journal of Behavioral and Experimental Economics*, 52, 23-28.

JCR 5-Year Impact Factor: 0.34. ABDC: B.

17 - **Hoffmann, A. O. I.** & C. Birnbrich (2012). "The Impact of Fraud Prevention on Bank-Customer Relationships: An Empirical Investigation in Retail Banking." *International Journal of Bank Marketing*, 30 (5), 390-407.

JCR 5-Year Impact Factor: N/A. ABDC: B.

18 - Broekhuizen, T. L. J. & **A. O. I. Hoffmann** (2012). "Interactivity Perceptions and Online Newspaper Preference." *Journal of Interactive Advertising*, 12 (2), 29-43.

JCR 5-Year Impact Factor: N/A. ABDC: B.

19 - **Hoffmann, A. O. I.**, H. Franken & T. L. J. Broekhuizen (2012). "Customer Intention to Adopt a Fee-Based Advisory Model: An Empirical Study in Retail Banking." *International Journal of Bank Marketing*, 30 (2), 102-127.

JCR 5-Year Impact Factor: N/A. ABDC: B.

20 - **Hoffmann, A. O. I.**, A. Tutic & S. Wies (2011). "The Role of Educational Diversity in Investor Relations." *Corporate Communications: An International Journal*, 16 (4), 311-327.

JCR 5-Year Impact Factor: N/A. ABDC: B.

21 - **Hoffmann, A. O. I.**, W. Jager & J. H. von Eije (2007). "Social Simulation of Stock Markets: Taking it to the Next Level.", 10 (2), 7.

JCR 5-Year Impact Factor: 1.73. ABDC: Unranked.

22 - **Hoffmann, A. O. I.** (2007). "Individual Investors' Needs and the Investment Professional: Lessons from Marketing." *Journal of Investment Consulting*, 8 (2), 82-93.

JCR 5-Year Impact Factor: N/A. ABDC: C.

Chapters in Peer-Reviewed Books:

23 - Kalogeras, N., **Hoffmann, A. O. I.** & D. Mahr (2014). "Financial and Non-Financial Attributes of Pension Fund Structures: A Customer Perspective from the Netherlands." In: T. Harrison & H. Estelami (Eds.), *The Routledge Companion to Financial Services Marketing*. New York: Routledge, 101-115.

24 - **Hoffmann, A. O. I.**, S. A. Delre, J. H. von Eije & W. Jager (2006). "Artificial Multi-Agent Stock Markets: Simple Strategies, Complex Outcomes." In: C. Bruun (Ed.), *Advances in Artificial Economics: The Economy as a Complex Dynamic System*. Heidelberg: Springer Verlag, 167-176.

25 - **Hoffmann, A. O. I.**, S. A. Delre, J. H. von Eije & W. Jager (2005). "Stock Price Dynamics in Artificial Multi-Agent Stock Markets." In: P. Mathieu, B. Beaufils, & O. Brandouy (Eds.), *Artificial Economics: Agent-Based Methods in Finance, Game Theory and Their Applications*. Heidelberg: Springer Verlag, 191-201.

Non-Peer Reviewed Policy Articles:

26 - **Hoffmann, A. O. I.** (2016). "Beleggingspsychologie: Hoe een Duidelijk Beleggingsdoel het Dispositie Effect kan Omdraaien." *VBA Journaal,* 32 (Spring), 44-45. (in Dutch)

27 - **Hoffmann, A. O. I.** & T. Post (2014). "Die Selbstüberschätzer: Weshalb Privatanleger selten aus ihren Fehlern lernen." *Ökonomenstimme*, published online at www.oekonomenstimme.org on July 1, 2014. (in German)

28 - **Hoffmann, A. O. I.** & T. Post (2012). "Die Renditeillusion: Optimismus und Angst von Privatanlegern." *Ökonomenstimme*, published online at www.oekonomenstimme.org on January 20, 2012. (in German)

29 - **Hoffmann, A. O. I.** & T. Post (2012). "Angst en Optimisme van Particuliere Beleggers." *Economisch Statistische Berichten*, 97 (4626), 10-12. (in Dutch)

30 - **Hoffmann, A. O. I.**, T. Post & J. M. E. Pennings (2011). "Investorenverhalten während der Finanzkrise." *Die Bank: Zeitschrift für Bankpolitik und Praxis*, 7 (Juli), 30-33. (in German)

31 - **Hoffmann, A. O. I.**, T. Post & J. M. E. Pennings (2011). "Particuliere Beleggers en de Financiële Crisis." *Economisch Statistische Berichten*, 96 (4604), 106-108. (in Dutch)

32 - **Hoffmann, A. O. I.**, J. H. von Eije & W. Jager (2008). "De Beïnvloedbaarheid van Beleggers." *Maandblad voor Accountancy en Bedrijfseconomie*, Januari/Februari, 62-71. (in Dutch)

Working Papers:

1 - **Hoffmann, A. O. I.**, Z. Iliewa & L. Jaroszek. "Wall Street Crosses Memory Lane: How Witnessed Returns Affect Professionals' Expected Returns."

2 - Wies, S., **A. O. I. Hoffmann**, J. Aspara & J. M. E. Pennings. "Shareholder Complaints and Marketing Investments."

3 - Gerhard, P., Gladstone, J. J. & **A. O. I. Hoffmann**. "Psychological Characteristics and Household Savings Behavior: The Importance of Accounting for Latent Heterogeneity."

4 - Wies, S., J. Derwall, **A. O. I. Hoffmann** & J. M. E. Pennings. "How Insider Trading Endorses Firm Innovation."

5 - Gerhard, P., **A. O. I. Hoffmann** & T. Post. "Past Performance Framing and Investors' Belief Updating: Is Seeing Long-Term Returns Always Associated with Smaller Belief Updates?"

6 - **A. O. I. Hoffmann** & K. Otteby. "Personal Finance Blogs: Helpful Tool for Consumers with Low Financial Literacy or Preaching to the Choir?"

Work-in-Progress:

1 - **A. O. I. Hoffmann** & S. J. McNair. "Financial Decision-Making of Vulnerable Consumers."

2 - Aspara, J., A. Chakravarti & **A. O. I. Hoffmann**. "Spillover Effects in Consumer Financial Decision-Making."

Invited Talks:

2017: University of Melbourne, Queensland University of Technology (QUT) Business School, Melbourne Institute of Applied Economic and Social Research at University of Melbourne, University of Adelaide.

2016: Joint Research Centre of the European Commission (JRC) at Ispra, Tilburg University,* Centre for European Economic Research (ZEW),* Federal Reserve Bank of New York: Workshop on Subjective Expectations.*

2015: Centre for Decision Research at Leeds University Business School, University of Southampton Business School, University of East Anglia, University of Kent,* University of Mannheim.*

2014: Ghent University, Goethe University Frankfurt, University of Münster,* Aalto University, Netherlands Authority for the Financial Markets (AFM: Autoriteit Financiële Markten), University of Mannheim, Centre for European Economic Research (ZEW).

2013: Warwick Business School, University of Münster, University of Stirling,* Sauder School of Business,* Foster School of Business,* Individual Finance and Insurance Decisions Centre (IFID) at University of Toronto,* Ludwig-Maximilians-Universität München.*

2012: Aalto University, Goethe University Frankfurt,* University of Münster,* University of Amsterdam.*

2011: Santa Clara University, Deutsche Bundesbank,* ESMT,* University of New South Wales.*

2010: INSEAD,* IESEG School of Management.*

2009: Bocconi University.*

2007: Maastricht University, University of Groningen.

* indicates presentation by co-author

Conference Activity:

Conference Organization:

2016: Special interest group at EMAC conference: "The Marketing-Finance Interface: Interactions between Capital and Consumption Markets."

2015: Marketing-Finance conference at Maastricht University: "The Whole is Greater Than the Sum of Its Parts III."

2013: Marketing-Finance conference at Maastricht University: "The Whole is Greater Than the Sum of Its Parts II."

2012: Special interest group at EMAC conference: "Consumer Financial Decision Making."

2010: Special session at Marketing Science conference: "Identifying Marketing Actions that Drive Financial Performance."

2008: Marketing-Finance conference at Maastricht University: "The Whole is Greater Than the Sum of Its Parts."

2007: Behavioral finance conference at University of Groningen: "Investor Behavior and Stock Market Dynamics."

Conference Presentations:

2017: American Marketing Association (AMA) Winter Conference,* Thurgau Experimental Economics Meeting: Biased Beliefs: Cognitive Limitations and Preferences over Beliefs,* Queen Mary University of London: Behavioral Finance Working Group Conference,* Accounting & Finance Association of Australia and New Zealand (AFAANZ) Conference, Congress of the European Economic Association (EEA),* Annual Meeting of the Financial Management Association (FMA).*

2016: Netspar International Pension Workshop,* International Conference of the French Finance Association,* Experimental Finance Conference in Mannheim/St. Martin,* SERVSIG 2016 Conference,* SABE/IAREP Conference on Behavioural Insights in Research and Policy Making at Wageningen University,* Annual European Conference of the Financial Management Association (FMA),* European Marketing Academy Conference (EMAC),* Maastricht Behavioral and Experimental Economics Symposium (M-BEES),* VU University Amsterdam: Research in Behavioural Finance Conference, Nordic Finance Network (NFN) Young Scholars Nordic Finance Workshop,* Australasian Finance and Banking Conference at University of New South Wales.

2015: Network for Integrated Behavioural Science (NIBS) Behavioural Science and Policy Conference, European Marketing Academy Conference (EMAC), Tilburg Institute for Behavioral Economics Research (TIBER): Symposium on Psychology and Economics,* Congress of the European Economic Association (EEA),* Netspar Pension Day.*

2014: University of Essex: ESRC Research Centre on Micro-Social Change (MiSoC) Workshop on Subjective Expectations and Probabilities in Economics and Psychology, Annual European Conference of the Financial Management Association (FMA),* Centre for Financial Research Cologne: Colloquium on Financial Markets,* Boulder Summer Conference on Consumer Financial Decision Making,* University of Nottingham: Network for Integrated Behavioural Science (NIBS) Workshop on Household Financial Decision Making and Behaviour in Financial Markets, Congress of the European Economic Association (EEA),* Tilburg Institute for Behavioral Economics Research (TIBER): Symposium on Psychology and Economics, Erasmus University: Research in Behavioural Finance Conference, Annual Meeting of the German Finance Association (DGF).

2013: European Retail Investment Conference, Marketing Strategy Meets Wall Street III Conference,* Annual European Conference of the Financial Management Association (FMA), Tilburg Institute for Behavioral Economics Research (TIBER): Symposium on Psychology and Economics.

2012: Centre for Financial Research Cologne: Colloquium on Financial Markets,* Centre for European Economic Research (ZEW): Conference on The Role of Expectations in Financial Markets, Academy of Marketing Science Conference,* European Marketing Academy Conference (EMAC), INFORMS Marketing Science Conference,* Cass Business School: Behavioral Finance Working Group Conference,* Netspar International Pension Workshop,* Boulder Summer Conference on Consumer Financial Decision Making, International Conference on Applied Financial Economics (AFE),* Annual Meeting of the German Finance Association (DGF),* Annual Meeting of the Financial Management Association (FMA).*

2011: European Retail Investment Conference, JOIM Spring Conference,* Queen's University: Annual Behavioral Finance Conference,* Cass Business School: Behavioral Finance Working Group Conference,* Marketing Strategy Meets Wall Street II Conference,* INFORMS Marketing Science Conference,* Congress of the European Economic Association (EEA),* Annual Meeting of the German Finance Association (DGF), Netspar Pension Day, Karlsruhe Institute of Technology: Symposium on Finance, Banking, and Insurance.*

2010: Netspar Theme Conference: Balance Sheet Management,* INFORMS Marketing Science Conference, SAVE Conference,* European Marketing Academy Conference (EMAC).

2009: Netspar Pension Day, Marketing Strategy Meets Wall Street Conference, European Marketing Academy Conference (EMAC).

2008: Netspar Pension Workshop, EFMA Conference, INFORMS Marketing Science Conference, European Marketing Academy Conference (EMAC).

2007: Annual Conference of the European Social Simulation Association.*

2006: Artificial Economics Conference, World Conference on Social Simulation.

2005: Artificial Economics Conference.

2004: Annual Conference of the European Social Simulation Association.

* indicates presentation by co-author

Conference Discussions:

2016: Australasian Finance and Banking Conference at University of New South Wales.

2014: Netspar Meeting at PGGM on Pension Awareness, Information and Choices (Netspar bijeenkomst bij PGGM over onderwerp "Pensioenbewustzijn, Informatie en Gemaakte Keuzes"), Netspar International Pension Workshop, Annual Meeting of the German Finance Association (DGF).

2013: European Retail Investment Conference, Annual European Conference of the Financial Management Association (FMA), Marketing Strategy Meets Wall Street III Conference.

2012: Netspar International Pension Workshop, Annual Meeting of the German Finance Association (DGF), Netspar Theme Conference: Field Experiments and Research on Pensions, Aging and Retirement, European Retail Investment Conference.

2010: Netspar Panel Discussion, Netspar Pension Day.

Academic and Professional Service:

Ad-Hoc Reviewer:

- *American Economic Review*
- *Corporate Communications: An International Journal*
- *Emerging Markets Finance and Trade*
- *European Journal of Finance*
- *Financial Markets and Portfolio Management*
- *International Journal of Bank Marketing*
- *International Journal of Information Technology & Decision Making*
- *International Journal of Research in Marketing*
- *Journal of the Academy of Marketing Science*
- *Journal of Artificial Societies and Social Simulation*
- *Journal of Banking and Finance*
- *Journal of Behavioral and Experimental Economics*
- *Journal of Behavioral and Experimental Finance*
- *Journal of Behavioral Finance*
- *Journal of Business Research*
- *Journal of Economic Behavior and Organization*
- *Journal of Empirical Finance*
- *Journal of Experimental Psychology: Applied*
- *Journal of International Marketing*
- *Journal of Services Marketing*
- *Managerial Finance*
- *Managing Service Quality*

- *Review of Finance*

- *Review of Financial Studies*

Editorial Review Boards:

- *International Journal of Bank Marketing* (2013 - 2016)

Grant Review Committees:

- External assessor, Insight Grants Program, Social Sciences and Humanities Research Council of Canada (2016).

- External assessor, Personal Research Funding Scheme, Estonian Research Council (ETAg) (2016).

- External assessor, FWO Expert Panel Economics, Business Economics and Management, Research Foundation - Flanders ("Fonds Wetenschappelijk Onderzoek – Vlaanderen") (2016).

- External assessor, FWO Expert Panel Economics, Business Economics and Management, Research Foundation - Flanders ("Fonds Wetenschappelijk Onderzoek – Vlaanderen") (2015).

- External assessor, Insight Grants Program, Social Sciences and Humanities Research Council of Canada (2015).

- External assessor, Insight Grants Program, Social Sciences and Humanities Research Council of Canada (2014).

- External assessor, Insight Grants Program, Social Sciences and Humanities Research Council of Canada (2013).

Conference Program Committees:

- American Marketing Association (AMA) Summer Conference (2017)

- Annual Meeting of the Accounting & Finance Association of Australia and New Zealand (AFAANZ) (2017)

- Annual Conference of the Swiss Society for Financial Market Research (SGF) (2017)

- European Marketing Academy Conference (EMAC) (2017)

- Annual Meeting of the Accounting & Finance Association of Australia and New Zealand (AFAANZ) (2016)

- Annual European Conference of the Financial Management Association (FMA) (2016)

- European Marketing Academy Conference (EMAC) (2016)

- Annual Meeting of the German Finance Association (DGF) (2015)

- Annual European Conference of the Financial Management Association (FMA) (2015)

- European Marketing Academy Conference (EMAC) (2015)

- Annual European Conference of the Financial Management Association (FMA) (2014)

- European Marketing Academy Conference (EMAC) (2014)

- Marketing Strategy Meets Wall Street III Conference (2013)

- American Marketing Association (AMA) Summer Marketing Educators' Conference (2013)

- Annual European Conference of the Financial Management Association (FMA) (2013)

- European Marketing Academy Conference (EMAC) (2013)

- Annual Meeting of the German Finance Association (DGF) (2011)

Departmental and University Service:

University of Adelaide:

- Judge in the "Uber Launch Competition" organized by the Adelaide Business Student's Society (2017).

- Panel member at "Writing Collaboratively" workshop at the School of Marketing & Management (2017).

- Presenter of awards at the Graduation Ceremony of Adelaide Business School (2017).

- Member of the Management Committee of the International Centre for Financial Services (2017 – now).

- Member of the PhD Recruitment Working Group at the School of Marketing & Management (2017).

- Guest lecture on consumer decision-making in "Introduction to Marketing" course (2017).

- Member of working group on development potential new MBA program "Emerging Leaders" (2017).

- Examiner of M.Phil. research proposal at the School of Marketing & Management (2017).

- Guest lecture on industry engagement at the School of Marketing & Management (2017).

- Member of the School of Marketing & Management's Research Committee (2017 – now).

Maastricht University:

- Judge in the International Case Competition at the School of Business and Economics (2016).

- Organizer of E.ON Inhouse Consulting Marketing-Finance Case Competition (2015).

- Guest lecture on behavioral finance for study association Sigma Investments (2015).

- Member of the M.Sc. Education Team at the School of Business and Economics (2015 - 2016).

- Director of the M.Sc. program in Marketing-Finance at the School of Business and Economics (2015 - 2016).

- Organizer of the Annual Research Day of the Department of Finance (2015).

- Member of the Educational Program Committee at the School of Business and Economics (2013 - 2016).

- Judge in the "Marketing-Finance Battle" student competition at the School of Business and Economics (2013 - 2016).

- Guest lecture on household finance in Honors Colloquium at the School of Business and Economics (2012).

- Member of the editorial board of Maastricht University Magazine (external relations) (2011 - 2014).

- Reviewer of student applications in the B.Sc. Honors Program at the School of Business and Economics (2011 - 2016).

- Academic advisor in the B.Sc. Honors Program at the School of Business and Economics (2010 - 2016).

- Co-organizer of the annual Procter & Gamble Marketing-Finance Workshop (2009 - 2016).

- Founding co-director of the Marketing-Finance Research Lab (2009 - 2016).

- Co-organizer of the annual Deutsche Bank Recruiting Dinner (2009 - 2016).

- Founding co-director of the Marketing-Finance Company Circle (funding/external relations) (2008 - 2016).

- Founding co-director of the M.Sc. program in Marketing-Finance (2008 - 2016).

Doctoral Supervision:

<u>Doctoral Dissertation Committees:</u>

- Ron van Schie (Erasmus University Rotterdam): "Planning for Retirement: Save More or Retire Later?" (2017).*

- Nicolas Dierick (Ghent University): "Using Transaction Data to Examine the Drivers of Investment Behavior for Different Groups of Investors" (2016).*

- Benjamin (Bing) Radoc (University of East Anglia): "Validating the Predictions of Case-Based Decision Theory" (2015).*

- Alex Klein (Nyenrode Business University): "Marketing As Value-Leverage" Dutch title: "Marketing als Verbeteraar van Bedrijsprocessen" (2015).*

- Mitch Tolo (Aalto University School of Business): "Marketing Investment Selection and Effectiveness in Growth-Oriented Private Firms: Source of Capital and Market-Based Assets as Contingencies" (2014).*

- Sajid Chaudry (Maastricht University): "Essays on International Banking and (In)Stability in Financial Markets" (2013).

- Nikos Kalogeras (Maastricht University): "Essays on Individual Decision Making: With Special References to Agribusiness & Food Markets" (2011).

* indicates acting as pre-examiner of a doctoral dissertation in addition to acting as committee member/opponent.

<u>Doctoral Dissertation Supervision:</u>

- Nagihan Mimiroglu (Maastricht University): daily supervisor/co-promotor, jointly with Joost Pennings and Stefanie Kleimeier.

- Patrick Gerhard (Maastricht University): daily supervisor/co-promotor, jointly with Thomas Post and Piet Eichholtz.

- Simone Wies (Maastricht University): daily supervisor/co-promotor, jointly with Joost Pennings (successfully defended: October 4, 2013). Title of doctoral dissertation: Stock Market Dynamics of Marketing Decision-Making.

First position after completing doctoral dissertation: Post-Doctoral Fellow, Fuqua School of Business, Duke University.

Teaching Experience:

University of Adelaide:

- Understanding Consumers (M.Sc. program, 2017 - now)

- Services Marketing (B.Sc. program, 2017 - now)

Maastricht University:

- Financial Markets (M.Phil. program, 2010 - 2016)

- Behavioral Corporate Finance (Executive MBA program, 2009 - 2016) *

- Shareholder Value & Market-Based Assets (M.Sc. program, 2008 - 2016) *

- Behavioral Finance (M.Sc. program, 2007 - 2016) *

- Thesis supervision (Executive MBA program, 2013 - 2016)

- Thesis supervision (M.Sc. program, 2007 - 2016)

* indicates significant course development, including developing all new course materials such as reading lists, lecture slides, student exercises and assignments, exams, and workshops/guest lectures with industry speakers.

University of Groningen:

- Principles of Marketing (B.Sc. program, 2005 - 2007)

- Thesis supervision (B.Sc. program, 2004 - 2007)

- Thesis supervision (M.Sc. program, 2004-2007)

Teaching Awards:

- 2016: Highly commended for teaching quality by Educational Program Committee (Maastricht University)

- 2015: Winner of *Excellent Graduate Educator Award*, School of Business and Economics (Maastricht University)

- 2013: Highly commended for teaching quality by Educational Program Committee (Maastricht University)

- 2012: Nominated for *Excellent Graduate Educator Award*, School of Business and Economics (Maastricht University)

- 2011: Nominated for *Excellent Graduate Educator Award*, School of Business and Economics (Maastricht University)

- 2010: Nominated for *Excellent Graduate Educator Award*, School of Business and Economics (Maastricht University)

- 2009: Winner of *Excellence in Teaching Award*, Department of Finance (Maastricht University)

Pedagogical Training:

- 2017: Followed course on *Supervision of Doctoral Studies* (University of Adelaide)

- 2016: Followed course on *Aboriginal Cultural Awareness* (University of Adelaide)

- 2016: Followed course on *Mental Health Awareness - Responding to Students* (University of Adelaide)

- 2010: Obtained *University Teaching Qualification* "BKO: Basis Kwalificatie Onderwijs" (Maastricht University)

- 2008: Followed course on *Supervision of PhD Students* "Begeleiding van Promovendi" (Maastricht University)

- 2008: Followed course on *Problem-Based Learning* "PGO: Probleemgestuurd Onderwijs" (Maastricht University)

Consulting Experience:

- 2016: European Commission (I advised the JRC about behavioral aspects of retail investor decision-making)

- 2016: Anonymous (I advised a large private wealth management firm about revising their client risk survey)

- 2015: Fidelity International (I developed an executive teaching program for pension fund boards)

- 2015: Bouwaandeel (I advised Bouwaandeel on marketing aspects of a real-estate crowdfunding platform)

- 2015: Fidelity Worldwide Investment (I developed an executive teaching program for pension fund boards)

- 2014: ING Private Banking (I advised ING regarding new developments as to private wealth management)

- 2014: Meetinvest AG (I advised Meetinvest regarding the introduction of a financial social media platform)

- 2014: Netherlands Authority for the Financial Markets (I advised AFM on execution-only investor behavior)

- 2014: Deluxe Corporation (I advised Deluxe regarding marketing aspects of a financial service innovation)

- 2011: Deutsche Postbank (I advised Postbank on fraud prevention measures and customer relationships)

- 2010: Sparkasse KölnBonn (I advised Sparkasse about new developments as to financial advice offerings)

Honors and Awards:

- 2016: Recipient of *Outstanding Paper Award* for the article "How experiences with trading a company's stock influence customer attitudes and purchasing behavior," co-authored with Dana Ketteler, which was published in the *International Journal of Bank Marketing*, Volume 33, Issue 7, in 2015.

- 2014: Selected to participate in *Academic Leadership Program* "Fast Forward" (Maastricht University)

- 2013: Recipient of *Outstanding Paper Award* for the article "The Impact of Fraud Prevention on Bank-Customer Relationships: An Empirical Investigation in Retail Banking," co-authored with Cornelia Birnbrich, which was published in the *International Journal of Bank Marketing*, Volume 30, Issue 5, in 2012.

- 2012: Nominated for *Media Exposure Award*, School of Business and Economics (Maastricht University)

- 2011: Nominated for *Media Exposure Award*, School of Business and Economics (Maastricht University)

- 2011: Selected to participate in *Academic Leadership Program* “Steep Face” (Maastricht University)

- 2008: Recipient of *Small Scale Research Grant*, Meteor Research School (Maastricht University)

Interviews and Media Coverage:

My research has been featured in articles in national and international media, including amongst others *Financial Times, Huffington Post, BBC Capital, Forbes, Bloomberg, Reuters, CNBC, New York Times, The Star Online, The Motley Fool, The Globe and Mail, The Press, Neue Zürcher Zeitung, Handelsblatt, derStandard.at, Het Financieele Dagblad, Algemeen Dagblad, De Telegraaf, NRC Handelsblad, De Volkskrant, De Financiële Telegraaf, BN DeStem*.

Academic Memberships:

- American Council on Consumer Interests (ACCI)

- American Finance Association (AFA)

- Accounting & Finance Association of Australia and New Zealand (AFAANZ)

- Australian & New Zealand Marketing Academy (ANZMAC)

- European Marketing Academy (EMAC)

- INFORMS Society for Marketing Science

- Western Finance Association (WFA)

Languages:

- Dutch (native)

- English (excellent)

- German (good)