

Tammo H.A. Bijmolt

Work experience:

2004-	Full Professor of Marketing Research, University of Groningen, The Netherlands
2016-2017, 2020-2021	(Parttime) Visiting Professor of Marketing, Institut für Marketing, Fakultät für Betriebswirtschaft, Universität Hamburg, Germany
2009-2015	Director of Research Institute SOM of the Faculty of Economics and Business, University of Groningen, The Netherlands
2001-2004	Full Professor of Marketing Research, Tilburg University, The Netherlands
1997-2000	Associate Professor of Marketing, Tilburg University, The Netherlands
1999	June till December, Visiting Research Scholar at the Marketing Department of Haas School of Business, University of California at Berkeley (USA)
1994-1997	Assistant Professor of Marketing, Tilburg University, The Netherlands
1991-1994	Ph.D. Student, University of Groningen, The Netherlands
1989-1991	Student-assistant, Market research, University of Groningen, The Netherlands

Management experience:

At University of Groningen:

- 2019- : Director of the Groningen Digital Business Center
- 2017- : Head of the Department of Marketing
- 2004- : Member of the management team of the Department of Marketing
- 2015-2020: Director of the Federation of Graduate schools in Social Sciences and Humanities
- 2009-2015: Director of the Research School SOM; and thereby chairman or member of several committees, including the committee for internal promotions and the university-wide committee of graduate school directors
- 2012-2015: Coordinator Healthy Aging Research within Economics & Business
- 2011-2015: Chairman of the library committee of the Faculty of Economics & Business
- 2010-2013: Board member of the “Instituut voor Integratie en Sociale Weerbaarheid”
- 2008- : Board member of the C.R. Rao Foundation
- 2005-2009: Member of the scientific advisory board of the university computer center
- 2005-2009: Member of the IT committee of the Faculty of Economics and Business
- 2004-2009: Director of the Research Program Marketing, part of SOM

At Tilburg University:

- 1998-2004: Member of the management team of the Department of Marketing
- 1997-1998: Member of the faculty council of the Faculty of Economics
- Other functions: organization of the research seminars in marketing, member of the library committee representing the Department of Marketing, member of the marketing recruitment

committee

Outside the university:

- 2018- : Vice-President conferences (2018-2021) and President (2021-) of the European Marketing Academy (EMAC)
- 2017: Organization and co-chair of the international EMAC conference in Groningen
- 2012-2018: Member of the managing board of the European Institute of Advanced Studies in Management, Brussels (EIASM)
- 2015-2017 Vice-president of EIASM
- 2011-2017: National representative for The Netherlands at the EMAC
- 2010-2016: Track chair Marketing Research & Research Methodology, EMAC conference
- 2008-2010: Chairman of the EMAC Doctoral Colloquium
- 2007-2015: Member of various VENI-postdoc, VICI, and Onderzoekstalent (PhD projects) selection committees of NWO
- 2006-2014: Member of the Scientific council of the Dutch Marketing Association (NIMA)
- 2005-2014: Member of the jury of the PIM/SAP-award for the best marketing PhD dissertation in The Netherlands
- 1998-2009: Chairman of the national exam committee “Market Research and Information Management”, of MarktOnderzoekAssociatie and NIMA

Education:

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| 1991-1996 | Ph.D. dissertation (cum laude)
University of Groningen, The Netherlands
Multidimensional Scaling in Marketing: Towards Integrating DataCollection and Analysis |
| 1986-1991 | Quantitative Business Economics (cum laude)
University of Groningen, The Netherlands |

Teaching experience:

Undergraduate courses:

- Statistics for the Pre-MSc
- Introduction to marketing research
- Academic skills in marketing
- Marketing

Master-level courses:

- Advanced marketing research
- Marketing Engineering
- Customer Models, Customer Analytics
- Loyalty Management
- Product Return Management
- Strategic market research
- Tactical market research

Marketing models

Graduate courses:

Multivariate data analysis

Research design

Meta-analysis

EDEN courses for PhD students at EIASM:

Doctoral seminar on research methods in marketing

Meta-analysis for Management & Economic Research

Executive MBA lectures:

Loyalty programs

Segmentation

Marketing research

Grants in the last 5 years:

2021: External funding for a research project with BeterBed on store location and online vs. offline sales

2020: European Regional Development Fund grant for the project “Seamless Mobility”, directed by TanQyou Nederland B.V., with co-researchers Adriaan Soetevent and Gert-Jan Romensen

2020: MSI research grant, “What drives consumers to shop on mobile devices: findings from a meta-analysis”, with C. Zerbini, B. Luceri, S. Bellini and S. Aiolfi (University of Parma)

2019: External funding for a full-time, four-year PhD student by market research agency DVJ Insights

2018: External funding for a full-time, four-year PhD student by insurance company Mentzis; together with Koert van Ittersum

Awards in the last 5 years:

2017: Outstanding Researcher of the Year, SOM, Faculty of Economics and Business

2017: J-B.E.M. Steenkamp award for long-term impact in 2017 of the International Journal of Research in Marketing

2017: Outstanding reviewer award of the International Journal of Research in Marketing

2017: Emerald Literati best paper award of the European Journal of Marketing

2017: MOA Wetenschapsprijs awarded by the MOA Center for Information-Based Decision-Making & Marketing Research

Professional affiliations:

American Marketing Association (AMA)

Institute for Operations Research and the Management Sciences (INFORMS)

European Marketing Academy (EMAC)

MarktOnderzoekAssociatie

Nederlands Instituut voor Marketing (NIMA)

Vereniging Voor Statistiek en Operations Research (VVS)

Member of the Editorial Review Board:

International Journal of Research in Marketing (associate editor 2012-2015; 2019-)Journal
of Marketing

Journal of Retailing

Journal of Interactive Marketing

International Journal of E-Commerce