

Tammo H.A. Bijmolt

Curriculum Vitae, March 2026

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Home Address:

Business Address: Department of Marketing, University of Groningen

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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

Awards:

- 2026: EMAC Distinguished Marketing Scholar Award.
- 2022: Best paper award of the Journal of Interactive Marketing.
- 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
- 2015: Emerald Literati best paper award of the European Journal of Marketing.
- 2011: Finalist for the Paul E. Green best paper award of Journal of Marketing Research.
- 2011: Finalist for the best paper award 2011 of the International Journal of Research in Marketing
- 2010: Best paper award of the Journal of Interactive Marketing.
- 2009: Finalist for the best paper award of the International Journal of Research in Marketing.
- 2007: Best paper award 2007 of the International Journal of Research in Marketing.
- 2005: Finalist for the Paul E. Green best paper award of Journal of Marketing Research.
- 1998: Best Teacher Award, Faculty of Economics and Business Administration, Tilburg University.

Management experience:

At University of Groningen:

- 2019- : Director of the Groningen Digital Business Center (GDBC)
- 2017-2025 : Head of the Department of Marketing
- 2004-2025 : 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 (comparable to Vice-dean Research); 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 (HANNN)
- 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” (ISW)
- 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
- Various other functions, such as: 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:

- 2025-2026: Accreditation committees of multiple Bachelor and Master programs for the Cyprus Agency of Quality Assurance and Accreditation in Higher Education.
- 2025: Organization and co-chair of the international conference Customer Journey in a Digital World in Groningen, June 2025.
- 2018-2024 : Vice-President conferences (2018-2021) and President (2021-2024) of the European Marketing Academy (EMAC)
- 2017: Organization and co-chair of the international annual conference of the European Marketing Academy EMAC in Groningen, May 2017.
- 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 European Marketing Academy (EMAC)
- 2010-2016 : Track chair Marketing Research & Research Methodology, EMAC conference
- 2008-2010: Chairman of the Doctoral Colloquium of EMAC
- 2007-2023: Member of various VENI-postdoc, VICI, Onderzoekstalent (= PhD projects), and Promotiebeurs voor Leraren (Chairman) selection committees of NWO (the Dutch national science foundation)
- 2007: Organization and co-chair of the Marketing Dynamics conference in Groningen, June 2007.
- 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 the Dutch organizations MarktOnderzoekAssociatie and NIMA.

Education:

1991-1996	Ph.D. dissertation (cum laude) University of Groningen, The Netherlands Multidimensional Scaling in Marketing: Towards Integrating Data Collection and Analysis Advisor: Prof.dr. Michel Wedel Defence: September 26, 1996
1986-1991	Quantitative Business Economics (cum laude) University of Groningen, The Netherlands Major fields: marketing, market research, psychometrics

Teaching experience and evaluation:

Courses taught:

Undergraduate courses:

Statistics for the Pre-MSc in Business Administration
Introduction to marketing research (in Dutch)
Academic skills in marketing (in Dutch)
Marketing (in Dutch)

Master-level courses:

Retail Marketing: Strategy & Analytics (in English)
Advanced marketing research (in English)
Marketing Engineering (in English)
Customer Models, Customer Analytics (in English)
Loyalty Management (in English, at Hamburg University, Germany)
Product Return Management (in English, at Hamburg University, Germany)

Strategic market research (in Dutch)

Tactical market research (in Dutch)

Marketing models (in English)

Graduate courses (for PhD and research master students):

Multivariate data analysis (in English)

Research design (in English)

Meta-analysis; among others at Open University, Heerlen; HEC Paris, France; Surrey University, UK; University of Athens, Greece; University of Muenster, Germany; University of Parma, Italy; ProDok graduate program, Germany (in English)

EDEN courses for PhD students at EIASM, Brussels, Belgium:

Doctoral seminar on research methods in marketing

Meta-analysis for Management & Economic Research

Executive MBA lectures:

Loyalty programs (at the AOG, the Customer Insights Center, and Beeckestijn Business School)

Pricing (at Frankfurt School of Finance & Management, Almarai Marketing program)

Segmentation (at the AOG and in-company for ING and Postbank)

Marketing research (at Marketing College of TIAS Business school)

Teaching interests:

Marketing research

Marketing models

Customer relationship management

Retail Marketing

E-Commerce, Digital Marketing

Research methodology, Multivariate analysis methods, Statistics

Meta-analysis

Teaching evaluation:

1994-2024: around 4.0 out of 5 (average of Business Administration is around 3.5)

1998: 4.6 out of 5 (winner of Best Teacher Award: highest teaching grade within the Faculty of Economics and Business Administration, Tilburg University)

2002-2024: around 4.0 out of 5 for Executive MBA classes on Customer Loyalty, Marketing research, Pricing, and Segmentation

Management in education:

2009-2010 Director of the Graduate program Economics and Business

2005-2008 Member of the Exam committee of the Research Master Program in Economics and Business

1998-2004 Coordinator of the Master of Marketing Research at Tilburg University

Consulting experience:

Research-based consulting projects for: BeterBed, DVJ Insights, MetrixLab, Trendbox, RAI, GfK Benelux, Brand Loyalty International, Wehkamp, Carlson Marketing Group, Unilever, Bavaria, Shoeby Fashion, Wolters Groep Nederland, Hoogenbosch/Sears, and Telenor Mobil.

Served as marketing and research expert in around twenty legal cases involving market research projects, especially on branding, product design, and advertising.

Selection of invited presentations:

Nudging consumers towards healthier food choices in the retail context. Keynote presentation at the Sinergie-SIMA Management Conference, Parma (Italy), June 2024.

Meta-Analysis in Marketing: A Brief Introduction and an Illustrative Example. European Quant Marketing Workshop, Online by EMAC-SIG Quantitative Marketing, November 2023.

Empirical Generalizations on the Customer Journey: The Insights, Value and Limitations of Meta-Analyses. Keynote presentation at the Customer Journeys in a Digital World Conference, Amsterdam, May 2023.

Challenges of Being a Researcher, Becoming a Researcher: 10 Do's and Don't's. Early-Stage Researcher Symposium at the Regional Science Conference of EMAC, Kaunas (on-line), September 2022.

A Meta-Analysis of Brand Extension Success: The Effects of Parent Brand Equity and Extension Fit. Marketing Research Camp, Frankfurt School of Finance & Management, Frankfurt, September 2022.

Drivers of Brand Extension Success: A Meta-Analysis. Keynote presentation at the ETIMM conference, Bucharest, June 2022.

CRM for a Better World, Keynote presentation at the Special Interest Group CRM, EMAC conference, Budapest, May 2022.

How to Do Well by Doing Good: A Meta-Analysis of Consumer Responses to Cause-Related Marketing. Research presentations at Bremen University, Germany, December 2019; University of Athens, Greece, February 2020; Aemark-Ramón Areces Commercial Distribution Chair presentation, Spain / on-line, October 2020.

Insights on Customer Experience: Impact or not...? Platform Klantgericht Ondernemen, Leusden, January 2019.

Insights on Customer Metrics. SAMR, Leusden, March 2018

Your Customer, My Customer: Marketing Coalitions to Enhance Customer Loyalty. Customer Insights Center Seminar, Loyalty Management Netherlands, Hoofddorp, The Netherlands,

April 2017.

Your Customer, My Customer: Marketing Coalitions to Enhance Retailer and Firm Performance. KU Leuven, Symposium on Manufacturer-Retailer relationships; Antwerp, Belgium, February 2017.

The connected customer. MARUG conference, Groningen, March 2017.

Browsing to the Point of No Return? The effect of customer in-store browsing on product returns. Leo Tindemans Chair: Symposium on Manufacturer-Retailer Relationship, KU Leuven, Antwerpen, February 2017.

Effects of online word-of-mouth (eWOM) on sales and product returns: Evidence from a meta-analysis and an empirical study. Research seminar at Tilburg University, The Netherlands, April 2016; and Hamburg University, Germany, October 2016

Loyalty programs: Insights, developments and challenges. Customer Insights Center workshop at PLUS supermarkets head office, September 2016.

Modelling multi-channel customer behavior: Some challenges, solutions, and examples. Research workshop on Multi-channel marketing, University of Zaragoza, Spain, May 2016.

Meta-analysis for management and economic research. Worskhop van PhD students, Tilburg University, The Netherlands, April 2016.

Stimuleren van klantentrouw in de “customer journey”. PostNL and Customer Insights Center Seminar, Amsterdam, March 2016.

Effects of On-line Word-of-Mouth (eWOM) on Sales and Product Returns: Evidence from a meta-analysis and empirical research, Aston Business School, Birmingham, UK, December 2015.

Workshop on Loyalty programs, Customer Insights Center (University of Groningen); at Nuon, Amsterdam, November 2014.

Effects of customer-generated content on sales and product returns. Thought leaders in Marketing Channels, Paris (France), June 2014.

To keep or not to keep: The effect of on-line word-of-mouth on consumer decisions. Universidad Carlos III, Madrid (Spain), April 2014.

PhD workshop on Meta-analysis, Open University, Heerlen, The Netherlands, October 2013.

Effects of moment-to-moment evaluations on the virability of online ads. Keynote presentation at the conference of the International Federation of Classification Societies (IFCS). Tilburg, July 2013.

Chairman at the Global Financial Literacy Summit. Amsterdam, November 2012.

Multi-unit price promotions and their impact on purchase decisions and sales. Star Seminar series. Bocconi University, Milan, Italy, October 2011.

PhD workshop on Meta-analysis, HEC Paris (France), September 2011.

Multi-unit price promotions and their impact on purchase decisions and sales. Annual research camp of the Department of Marketing, HEC Paris (France), September 2011.

Marketing science in The Netherlands: US style with a Dutch flavor. Marketing Department Heads meeting at the EMAC 2011 conference, Ljubljana (Slovenia), May 2011.

The MetrixLab – University of Groningen connection. Presentation for the employee meeting of market research agency MetrixLab, The Netherlands, March 2011.

Store location evaluation based on geographical consumer information. Fudan University, School of Management, Shanghai (China); and Graduate University of the Chinese Academy of Sciences, Beijing (China), October 2009.

Loyaliteitsprogramma's: Enkele trends en mogelijke ontwikkelingen. Loyalty Cafe, Dunck Loyalty Agency, Utrecht, September 2009.

Sell me more...: Spaarprogramma's als marketing-instrument. GfK conference, Nijkerk, September 2009.

Hoe effectief zijn loyaliteitsprogramma's? Platform Innovatie in Marketing themasessie. Utrecht, October 2008.

Generalizations on marketing effectiveness in pharmaceutical markets. Invited speaker at the second International Colloquium "Meta-analysis in economics", Sonderborg, Denmark, September 2007.

A spatial-lag random-effects hierarchical model for store location evaluation. Invited research seminar at the University of Hamburg, Germany, September 2007.

Het vangen van de ongrijpbare consument: Effectiviteit van Multi-media campagnes. MARUG congres, Groningen, March 2007.

Loyaliteitsprogramma's: Inzichten in gebruik, effectiviteit en ontwerp van klantenkaarten, Scholingsdag, Groningen, January 2007. Presentation for parents of students at the University of Groningen.

Segmentatie: Trends en mogelijkheden. Presentation at workshop by the Leerstoel Direct Marketing. Den Haag, November 2006.

Store location: Evaluation and selection based on geo-demographic information. Research camp marketing department, Vrije Universiteit, Amsterdam, March 2006; and Universitat Pompeu Fabra, Barcelona, March 2007.

Doctoral programs in marketing offered by Groningen and other Dutch universities. Conference organized by the Network of German professors in Business. Berlin, March 2006.

Country and Consumer Segmentation: Multi-Level Latent Class Analysis of Financial product Ownership. Statistische Dag, Economische Sectie, April 2004.

Country and Consumer Segmentation: Multi-Level Latent Class Analysis of Financial product Ownership. Research Camp Marketing Department, Tilburg University, December 2003.

Klantenkaartprogramma's in de detailhandel: Een succesverhaal? Presentation in seminar series of the VEDIS, October 2003.

Multi-Attribute Perceptual Mapping using Idiosyncratic Brand and Attribute Sets. Research Camp Marketing Department, Tilburg University, December 2002.

Extending and Updating Empirical Generalizations: Moderators of Brand Price Elasticity. Invited speaker and chairman of the plenary session at the International Colloquium "Meta-analysis in economics" of Master-point, Free University, Amsterdam, December 2002.

Meta-analysis as milestones on the road of science. Research Camp Marketing Department, Catholic University of Leuven, Belgium, December 2002.

Decomposing Revenues and Promotional Response for Loyalty Card- and Non-Loyalty Card Customers at Shopping Stores. Research Camp Marketing Department, University of

Groningen, October 2002.

De klantenkaart in supermarktlnd: Analyse van “vaste klant”-gevoel en –gedrag. GfK-klantencontactdag, January 2002.

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)

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

Ad-hoc Reviewer for:

Journal of Marketing Research

Marketing Science

Journal of Service Research

Marketing Letters

Psychometrika

Research interest:

Customer management, loyalty programs

E-commerce

Marketing mix effects (pricing, advertising)

Marketing research methodology, statistics

Meta-analysis

Retailing

Publications:

Articles in international, refereed journals:

Xu, S.Y., L. Mulder, F. Rink, T.H.A. Bijmolt, and M.C. Leliveld (2026), The Impact of Moral Appeals: An Integrated Framework and Meta-Analysis, *Personality and Social Psychology Bulletin*, Forthcoming.

Bijmolt, T.H.A., P.S.H. Leeflang, J.E. Wieringa, P.C. Verhoef, and J. van Doorn (2026), Marketing at the University of Groningen: A Short Historical Overview and Future Perspectives,

- Customer Needs and Solutions*, 13 (1), 1-11.
- Liu, X., T.H.A. Bijmolt, M.C. Leliveld, and E.H. Noppers (2026), Effectiveness of Step Goal Personalization Strategies on Physical Activity in a Mobile Health App: A Field Study, *JMIR mHealth and uHealth*, 14, e81779.
- Numan, N., T. Wielheesen, L.M. Sloom, T.H.A. Bijmolt, and J.E.M. van Nierop (2026), Hooking Customers with Facebook: An Empirical Analysis of Grocery Stores' Online Engagement, *Journal of Interactive Marketing*, 26 (1), 60-78.
- Gijsenberg, M., T.H.A. Bijmolt, and C.F. Hirche (2025), Promoting Product Returns? The Impact of At-Purchase and Post-Purchase Discounts on Customers' Return Behavior, *Journal of Retailing*, 101 (3), 473-492.
- Vafainia, S., R.P. Roederkerk, E. Breugelmans, and T.H.A. Bijmolt (2025), Decision support system development for store flyer space allocation: Leveraging own- and cross-category sales effects, *International Journal of Research in Marketing*, 42 (1), 113-132.
- Agachi, E., J.O. Mierau, K. van Ittersum, and T.H.A. Bijmolt (2024), The impact of a lifestyle behaviour change program on healthcare costs: Quasi-experimental real-world evidence from an open-access mHealth app in the Netherlands, *Preventive Medicine*, Volume 189, December 2024, 108174.
- Liu, W., S. Zhang, T.H.A. Bijmolt, and E. de Haan (2024), Mobile channel expansion: The impact of introducing a competing platform app on an existing platform app, *Journal of Retailing*, 100 (September), 422-438.
- Van Ittersum, K., M.T. van der Heide, N. Holtrop, T.H.A. Bijmolt, and J. van Doorn (2024), Healthy Shopping Dynamics: the Healthiness of Sequential Grocery Choices, *Journal of Retailing*, 100 (March), 24-40.
- Hunneman, A., T.H.A. Bijmolt, and J.P. Elhorst (2023), Evaluating Store Location and Assortment Composition Based on Spatial Heterogeneity in Sales Potential, *Journal of Retailing and Consumer Services*, 73 (July), Article 103355.
- Peng, C., T.H.A. Bijmolt, F. Voelkner, and H. Zhao (2023), A Meta-Analysis of Brand Extension Success: The Effects of Parent Brand Equity and Extension Fit, *Journal of Marketing*, 87 (6), 906-927.
- Agachi, E., T.H.A. Bijmolt, K. van Ittersum, and J.O. Mierau, (2023), The Effect of Periodic Email Prompts on Participant Engagement with a Behavior Change mHealth App: Longitudinal Study, *JMIR mHealth and uHealth*, 11, Article e43033.
- Schamp-Knupfer, C., M. Heitmann, T.H.A. Bijmolt, and R. Katzenstein (2023), The Effectiveness of Cause-Related Marketing: A Meta-Analysis on Consumer Responses, *Journal of Marketing Research*, 60 (1), 189-215.
- Hu, F., K.R.E. Huizingh, and T.H.A. Bijmolt (2023), Innovation Contests: Attracting New Solvers and New High-quality Solutions, *R&D Management*, 53 (1), 149-167.
- De Buissonjé, D.R., T. Reijnders, T.R. Cohen Rodrigues, S. Prabhakaran, T. Kowatsch, S.A. Lipman, T.H.A. Bijmolt, L.D. Breeman, V.R. Janssen, R.A. Kraaijenhagen, H.M.C. Kemps, and A.W.M. Evers (2022), Less carrot more stick? Investigating rewards and deposit contract financial incentives for physical activity behavior change using a smartphone application:

- randomized controlled trial, *Journal of Medical Internet Research*, 24 (10), e38339.
- Lütjens, H., M. Eisenbeiss, M. Fiedler, and T.H.A. Bijmolt (2022), Determinants of Consumers' Attitudes towards Digital Advertising – A Meta-analytic Comparison Across Time and Touchpoints, *Journal of Business Research*, 153, 445-466.
- Hirche, C.F., T.H.A. Bijmolt, and M.J. Gijsenberg (2022), When Offline Stores Reduce Online Product Returns, *Sustainability*, 14 (13), 7829, 1-26.
- Zerbini, C., T.H.A. Bijmolt, S. Maestripieri, and B. Luceri (2022), Drivers of Online Shopping: a Meta-Analysis, *International Journal of Research in Marketing*, 39 (2).
- Viswanathan, V., K. Koetterheinrich, T.H.A. Bijmolt, M. Krafft, and F.J. Sese (2022), Quantifying the Effect of Status in a Multi-Tier Loyalty Program, *Industrial Marketing Management*, 104 (July), 376-383.
- Luceri, B., T.H.A. Bijmolt, S. Bellini, and S. Aiolfi (2022), What drives consumers to shop on mobile devices? Findings from a meta-analysis, *Journal of Retailing*, 98 (1), 178-196.
- Harms, B., J.C. Hoekstra, and T.H.A. Bijmolt (2022), The Effects of Influencer Vlogs on Young Viewers: The Role of Sponsorship Disclosure Type and Parental Mediation, *Journal of Interactive Marketing*, 57 (1), 35-53. *Winner of the 2022 best paper award of the Journal of Interactive Marketing*
- Agachi, E., T.H.A. Bijmolt, J.O. Mierau, and K. van Ittersum (2022), Adoption of the Website and Mobile App of a Preventive Health Program Across Neighborhoods With Different Socioeconomic Conditions in the Netherlands: Longitudinal Study, *JMIR Human Factors*, 9 (1), e32112.
- Trompeta, M., K. Karantinou, C. Koritos, and T.H.A. Bijmolt (2022), A meta-analysis of the effects of music in tourism and hospitality settings, *Journal of Business Research*, 138, (January), 130-145.
- Hunneman, A, J.P. Elhorst, and T.H.A. Bijmolt (2022), Store sales evaluation and prediction using spatial panel data models of sales components, *Spatial Economic Analysis*, 17 (1), 127-150.
- Vafainia, S. E. Breugelmans, and T.H.A. Bijmolt (2021), Evaluating the Impact of VAT-Free Promotions: The Role of Loyalty Program Membership and Category Characteristics, *Marketing Letters*, 32 (4), 455-476.
- Dorotic, M. D. Fok, P.C. Verhoef, and T.H.A. Bijmolt (2021), Should we be together? Partnership synergies and the evolution of purchases in a loyalty program, *Journal of the Academy of Marketing Science*, 49 (5), 1021-1042.
- Bijmolt, T.H.A., M. Wedel, and W.S. DeSarbo (2021), Adaptive Multidimensional Scaling: Brand Positioning Based on Decision Sets and Dissimilarity Judgments, *Customer Needs & Solutions*, 8 (1), 1-15.
- Bijmolt, T.H.A., M. Broekhuis, S. de Leeuw, C. Hirche; R. Roederkerk, R. Sousa, and S. Zhu (2021), Challenges on the Marketing-Operations Interface in Omni-Channel Environments, *Journal of Business Research*, 122, 864-874.
- Gupta, S., A. Leszkiewicz, Kumar, V., T.H.A. Bijmolt, and D. Potapov (2020), Digital Analytics: Modeling for Insights and New Methods, *Journal of Interactive Marketing*, 51 (August), 26-43.

- Hu, F., T.H.A. Bijmolt, and K.R.E. Huizingh (2020), The Impact of Innovation Contest Briefs on the Quality of Solvers and Solutions, *Technovation*, 90/91, article 102099.
- Schmidt, J. and T.H.A. Bijmolt (2020), Accurately measuring willingness to pay for consumer goods: A meta-analysis concerning the hypothetical bias, *Journal of the Academy of Marketing Science*, 48 (3), 499–518.
- Harms, B., T.H.A. Bijmolt, and J.C. Hoekstra (2019), You don't fool me! Consumer perceptions of digital native advertising and banner advertising, *Journal of Media Business Studies*, 16 (4), 275-294.
- Verhoef, P. C. and T.H.A. Bijmolt (2019), Marketing perspectives on digital business models: A framework and overview of the special issue, *International Journal of Research in Marketing*, 36 (3), 341-349.
- Vafainia, S., E. Breugelmans, and T.H.A. Bijmolt (2019), Calling customers to take action: The impact of incentive and customer characteristics on direct mailing effectiveness, *Journal of Interactive Marketing*, 45 (February), 62-80.
- De Vries, E.L. E., B.M. Fennis, T.H.A. Bijmolt, G.J. ter Horst, and J.B.C. Marsman (2018), Friends with benefits: Behavioral and fMRI studies on the effect of friendship reminders on self-control for compulsive and non-compulsive buyers, *International Journal of Research in Marketing*, 35 (2), 336-358.
- Harms, B., T.H.A. Bijmolt, and J.C. Hoekstra (2017), Digital Native Advertising: Practitioner Perspectives and a Research Agenda, *Journal of Interactive Advertising*, 17 (2), 80-91.
- Drechsler, S., P.S.H. Leeflang, T.H.A. Bijmolt, and M. Natter (2017), Multi-unit promotions and their impact on purchase decisions and sales, *European Journal of Marketing*, 51 (5/6), 1049-1074. *Winner of the 2017 Emerald Literati best paper award of the European Journal of Marketing.*
- Minnema, A., T.H.A. Bijmolt, and M.C. Non (2017), The Impact of Instant Reward Programs and Bonus Premiums on Consumer Purchase Behavior, *International Journal of Research in Marketing*, 34 (1), 194-211.
- Delre, S.A., T.L.J. Broekhuizen, and T.H.A. Bijmolt (2016), Let's Go Together! The Effects of Shared Consumption on New Product Life Cycles and Advertising Effectiveness: The Case of the Motion Picture Market, *Journal of Marketing Research*, 53 (4), 608-627.
- Walraven, M., T.H.A. Bijmolt, R.H. Koning, and B. Los, B. (2016), Benchmarking Sports Sponsorship Performance: Efficiency Assessment With Data Envelopment Analysis. *Journal of Sport Management*, 30(4), 411-426.
- Shehu, E., T.H.A. Bijmolt, and M. Clement (2016), Effects of Likeability Dynamics on Consumers' Intention to Share Online Video Advertisements, *Journal of Interactive Marketing*, 35 (August), 27-43.
- Minnema, A., T.H.A. Bijmolt, S. Gensler, and T. Wiesel (2016), To Keep or Not to Keep: Effects of Online Customer Reviews on Product Returns, *Journal of Retailing*, 92 (3), 253-267.
- Babic Rosaria, A., F. Sotgiu, K. De Valck, and T.H.A. Bijmolt (2016), The Effect of Electronic Word of Mouth on Sales: A Meta-Analytic Review of Platform, Product, and Metric Factors, *Journal of Marketing Research*, 53 (3), 297-329.

- Risselada, H., Verhoef, P.C., & T.H.A. Bijmolt (2016), Indicators of Opinion Leadership in Customer Networks: Self Reports and Degree Centrality, *Marketing Letters*, 27 (3), 449-460.
- Brugelmans, E., T.H.A. Bijmolt, J. Zhang, L.J. Basso, M. Dorotic, P. Kopalle, A. Minnema, W.J. Mijnlief, and N.V. Wunderlich (2015), Advancing Research on Loyalty Programs: A Future Research Agenda, *Marketing Letters*, 26 (2), 127-139.
- Paas, L. J., T.H.A. Bijmolt, and J.C. Vermunt (2015), Long-term developments of EU household financial product portfolios: a multilevel latent class analysis, *Metron*, 73(2), 249-262.
- Melnyk, V., & Bijmolt, T.H.A. (2015). The effects of introducing and terminating loyalty programs., *European Journal of Marketing*, 49 (3-4), 398-419. *Winner of the 2015 best paper award of the European Journal of Marketing.*
- Hoekstra, J.C., K.R.E. Huizingh, T.H.A. Bijmolt, and A.C. Krawczyk (2015), Providing Information And Enabling Transactions: Which Website Function Is More Important For Success?, *Journal of Electronic Commerce Research*, 16 (2), 81-94.
- Bijmolt, T.H.A., K.R.E. Huizingh, and A. Krawczyk (2014), Effects of complaint behavior and service recovery satisfaction on intentions to repurchase on the internet, *Internet Research*, 24 (5), 608-628.
- Dorotic, M., P.C. Verhoef, D. Fok, and T.H.A. Bijmolt (2014), Reward Redemption effects in a Loyalty Program when customers choose how much and when to redeem, *International Journal of Research in Marketing*, 31 (4), 339-355.
- Zenetti, G., T.H.A. Bijmolt, P.S.H. Leeftang, and D. Klapper (2014), Search engine advertising effectiveness in a multi-media campaign, *International Journal of Electronic Commerce*, 18 (3), 7-38.
- Walraven, M., T.H.A. Bijmolt, R.H. Koning (2014), Dynamic effects of sponsoring: How sponsorship awareness develops over time, *Journal of Advertising*, 43 (2), 142-154.
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