

20TH EMAC DOCTORAL COLLOQUIUM

REYKJAVIK, MAY 20-22, 2007

LIST OF PARTICIPANTS

FACULTY

BIJMOLT TAMMO H.A.

UNIVERSITY OF GRONINGEN
FAC. ECON & BUS. ADM.
DEPT. MARKETING
PO BOX 800
9700 AV GRONINGEN
THE NETHERLANDS
Tel: 31 50 3637319 Email: t.h.a.bijmolt@eco.rug.nl

BOTTI SIMONA (Co-chair)

S. C. JOHNSON GRADUATE SCHOOL OF MANAGEMENT
CORNELL UNIVERSITY
364 SAGE HALL
ITHACA, NY 14853-6201
U.S.A.
Email: sb376@cornell.edu

DREZE XAVIER (Co-chair)

THE WHARTON SCHOOL
3730 WALNUT ST
PHILADELPHIA, PA 19104
U.S.A.
Tel: 215 898-1223 Email: xdreze@wharton.upenn.edu

GEDENK KAREN (Co-chair)

UNIVERSITÄT ZU KÖLN
WIRTSCHAFTS-UND SOZIALWISSENSCHAFTLICHE FAKULTÄT
ALBERTUS-MAGNUS-PLATZ 1
50923 KÖLN
GERMANY
Tel: 49 221 4705687 Fax: 49 221 4705157 Email: gedenk@wiso.uni-koeln.de

GIJSBRECHTS ELS

TILBURG UNIVERSITY
PO BOX 90153
5000 LE TILBURG
THE NETHERLANDS
Tel: 31 134668224 Fax: 31 134662875 Email: e.gijsbrechts@uvt.nl

GÜRHAN-CANLI ZEYNEP

KOC UNIVERSITY
RUMELI FENERI YOLU
34450 SARIYER
ISTANBUL
TURKEY
Tel: 90 2123381784 Fax: 90 2123381642 Email: zcanli@ku.edu.tr

HERRMANN ANDREAS

UNIVERSITÄT ST. GALLEN
FORSCHUNGSSTELLE FÜR BUSINESS METRICS
GUISANSTRASSE 1A
9000 ST.GALLEN
Tel. : +41 (0)71 224 21 31
Fax : +41 (0)71 224 21 32
SWITZERLAND
Tel: 49 6131 392277 Fax: 49 6131 39372727 Email: andreas.herrmann@unisg.ch

JOHAR GITA
COLUMBIA BUSINESS SCHOOL
519 URIS HALL
NEW YORK, NY 10027
U.S.A.
Email: gvj1@columbia.edu

MALAVIYA PRASHANT (Co-chair)
INSEAD, FONTAINEBLEAU
BOULEVARD DE CONSTANCE
77305 FONTAINEBLEAU CEDEX
FRANCE
Tel: 33 1 60 71 26 47 Fax: 33 1 60 71 26 80 Email: prashant.malaviya@insead.edu

MEYVIS TOM
NEW YORK UNIVERSITY
STERN SCHOOL OF BUSINESS
TISCH HALL
40 WEST 4th STREET, ROOM 15
NEW YORK, NY 10012
U.S.A.
Email: tmeyvis@stern.nyu.edu

VAN HEERDE HARALD
WAIKATO MANAGEMENT SCHOOL
UNIVERSITY OF WAIKATO
PRIVATE BAG 3105
3240 HAMILTON
NEW ZEALAND
Tel: 31 134663424 Email: heerde@waikato.ac.nz

VOSGERAU JOACHIM
TEPPER SCHOOL OF BUSINESS
CARNEGIE MELLON UNIVERSITY
5000 FORBES AVENUE
PITTSBURGH, PA 15213
U.S.A.
Email: vosgerau@andrew.cmu.edu

NINA PAYEN
EMAC EXECUTIVE SECRETARY
EMAC C/O EIASM
PLACE DE BROUCKERE 31
1000 BRUSSELS
BELGIUM
Tel : 32 2 2266661 Fax : 32 2 5121929 Email : nina.payen@eiasm.be

STUDENTS-PARTICIPANTS

ABDOLLAHI SHAHPAR
KINGS COLLEGE LONDON
MANAGEMENT DEPARTMENT
ROOM G49-FRANKLIN-WILKINS BUILDING
150 STAMFORD STREET
LONDON SE1 9NH
U.K.
Tel: 077 66977039 Email: shahpar.abdollahi@yahoo.co.uk

BLOEMEKE EVA
UNIVERSITY OF HAMBURG
INSTITUTE OF MARKETING AND MEDIA
DEPARTMENT FOR MARKETING AND MEDIA MANAGEMENT
VON-MELLE-PARK 5
20146 HAMBURG
GERMANY
Tel: 40 42838 5554 Fax: 40 42838 3559 Email: eva.bloemeke@uni-hamburg.de

BOUTSIKAKI KALLIRROY
FACULTY OF MANAGEMENT
CASS BUSINESS SCHOOL,
CITY UNIVERSITY
106 BUNHILL ROW
LONDON EC1Y 8TZ
U.K.
Tel: 44 7904305766 Email: bkallirroy@hotmail.com

BROCK CHRISTIAN
UNIVERSITY MUENSTER,
MARKETING CENTRUM MÜNSTER,
AM STADTGRABEN 13-15
48143 MUENSTER
GERMANY
Tel: +49 251-8322857 Fax: +49 251-8322071 Email: 02cbro@wiwi.uni-muenster.de

CÉSAR MACHADO JOANA
UNIVERSIDADE CATÓLICA PORTUGUESA - CENTRO REGIONAL DO PORTO
RUA DIOGO BOTELHO, 1327
4169 - 005 PORTO
PORTUGAL
Tel: 35191 4028651 Email: jcmachado@porto.ucp.pt

CHARRY KARINE
FUCAM
MARKETING, STRATÉGIE ET DIAGNOSTIC DES PERFORMANCES
CH. DE BINCHE, 151
7000 MONS
BELGIUM
Tel: 0032 65 33 32 31 Email: charry@fucam.ac.be

CHIEN P. MONICA
THE UNIVERSITY OF QUEENSLAND
UQ BUSINESS SCHOOL
4072 BRISBANE
QUEENSLAND
AUSTRALIA
Tel: 617 33785788 Email: m.chien@business.uq.edu.au

DENS NATHALIE
UNIVERSITEIT ANTWERPEN
FACULTEIT TEW, MARKETING
PRINSSTRAAT 13
B - 2000 ANTWERPEN
BELGIUM
Tel: 0032 (0)3 275 50 43 Fax: 0032 (0)3 275 50 81 Email: nathalie.dens@ua.ac.be

DERENTHAL KIRSTIN
UNIVERSITY OF MUENSTER,
INSTITUTE OF MARKETING,
AM STADTGRABEN 13-15
48143 MUENSTER
GERMANY
Tel: +49 (0)251/83-25033 Fax: +49 (0)251/83-25024 Email: k.derenthal@uni-muenster.de

FEIEREISEN STEPHANIE
ASTON UNIVERSITY
ASTON TRIANGLE
NELSON BUILDING 2ND FLOOR
MARKETING GROUP
BIRMINGHAM B47ET
U.K.
Email: feierspi@aston.ac.uk

GOFFIN ILSE

UNIVERSITY OF HASSELT
AGORALAAN 1
GEBOUW D
3590 DIEPENBEEK
BELGIUM
Tel: 0032 (0)11/26.86.54 Email: ilse.goffin@uhasselt.be

HAGEMEISTER FRAUKE

UNIVERSITY OF COLOGNE
DEPARTMENT OF MARKETING
ALBERTUS-MAGNUS-PLATZ
50923 KOELN
GERMANY
Email: frauke.hagemeister@wiso.uni-koeln.de

HANSEN FELIX

UNIVERSITY OF KAISERSLAUTERN, MARKETING DEPARTMENT,
P.O. BOX 3029
67653 KAISERSLAUTERN
GERMANY
Tel: 49 6312053384 Email: hansen@wiwi.uni-kl.de

HESS SILKE CLAUDIA

UNIVERSITY OF MANNHEIM, DEPARTMENT OF MARKETING III,
PROF DR. SABINE KUESTER,
CASTLE
68131 MANNHEIM
GERMANY
Tel: +49 (0)621 181 3269 Fax: +49 (0)621 181 2388 Email: hess@bwl.uni-mannheim.de

HOPPE MELANIE

UNIVERSITY OF KLAGENFURT,
DEPARTMENT FOR MARKETING AND INTERNATIONAL MANAGEMENT,
UNIVERSITÄTSSTRASSE 65-67
9020 KLAGENFURT
AUSTRIA
Tel: +43 4632700-4044 Fax: +43 4632700-4049 Email: melanie.hoppe@uni-klu.ac.at

KEEFFE DOMINIQUE

SCHOOL OF ADVERTISING, MARKETING AND PR
QUEENSLAND UNIVERSITY OF TECHNOLOGY
2 GEORGE ST
GPO BOX 2434
4001 BRISBANE
QUEENSLAND
AUSTRALIA
Email: d.keeffe@qut.edu.au

KLAUS PHILIPP

CRANFIELD UNIVERSITY LANCHESTER HALL
CRANFIELD MK43 0AL
U.K.
Tel: +44 7783915977 Email: philipp.klaus@cranfield.ac.uk

KUMAR ANVITA

CASS BUSINESS SCHOOL
MANAGEMENT FACULTY
CITY UNIVERSITY
106 BUNHILL ROW
LONDON EC1Y 8TZ
U.K.
Tel: 44 7828247256 Email: anvita_k@hotmail.com

LALOS MARCO

ECOLE DES HEC, UNIVERSITÉ DE LAUSANNE,
DEPARTEMENT DE MANAGEMENT,
OFFICE 526, INTERNEF
1015 LAUSANNE
SWITZERLAND
Tel: 4121 6923465 Fax: 4121 6923495 Email: marco.lalos@unil.ch

LANGLEY DAVID

TNO
NETHERLANDS ORGANISATION FOR APPLIED SCIENTIFIC RESEARCH
PO BOX 1416
9701 BK GRONINGEN
THE NETHERLANDS
Tel: +31 (0)505857753 Fax: +31 (0)505857757 Email: david.langley@tno.nl

LAPORTE SANDRA

HEC GROUP - GRADUATE BUSINESS SCHOOL
89 RUE SAINT MARTIN
75004 PARIS
FRANCE
Tel: +33 615323852 Email: sandra.laporte@gmail.com

LAUPER PATRICIA

UNIVERSITE DE FRIBOURG
BD. DE PEROLLES 90
CH 1700 FRIBOURG
SWITZERLAND
Tel: 41 263008293 Fax: 41 263009645 Email: patricia.lauper@unifr.ch

MAHR DOMINIK

UNIVERSITY OF ANTWERP
PRINSSTRAAT 13
OFFICE Z. 304
2000 ANTWERP
BELGIUM
Email: dominik.mahr@ua.ac.be

MANG STEFAN

UNIVERSITY PASSAU
DEPARTMENT OF MARKETING & INNOVATION
INNSTR. 27
94030 PASSAU
GERMANY
Email: stefan.mang@uni-passau.de

MAON FRANÇOIS

UNIVERSITÉ CATHOLIQUE DE LOUVAIN
IAG-LOUVAIN SCHOOL OF MANAGEMENT
PLACE DES DOYENS, 1
B - 1348 LOUVAIN-LA-NEUVE
BELGIUM
Tel: 32 (0)10 47 84 57 Email: maon@mark.ucl.ac.be

MELNYK VLADIMIR

WAGENINGEN UNIVERSITY,
MARKETING AND CONSUMER BEHAVIOUR GROUP,
HOLLANDSEWEG 1
6706 KN WAGENINGEN
THE NETHERLANDS
Tel: +31 317 48 43 48 Fax: +31 317 48 43 61 Email: vladimir.melnyk@wur.nl

NENYCZ-THIEL MAGDALENA

UNIVERSITY OF SOUTH AUSTRALIA, EHRENBERG-BASS INSTITUTE FOR MARKETING SCIENCE
NORTH TERRACE ADELAIDE 5000
GPO BOX 2471
5000 ADELAIDE
AUSTRALIA
Tel: +61 (0)8 8302 9172 Fax: +61 (0)8 8302 0442 Email: magda.nenycz-thiel@marketingscience.info

RASOLOFOARISON DINA

HEC PARIS,
MARKETING,
1 RUE DE LA LIBÉRATION
78351 JOUY EN JOSAS CEDEX
FRANCE
Tel: 33 6 60 20 90 41 Email: dina.rasolofoarison@mailhec.net

RIETVELD BOB

VRIJE UNIVERSITEIT
FEWEB - MARKETING
KAMER 2E-31
BOELELAAN 1105
1081 HV AMSTERDAM
THE NETHERLANDS
Email: brietveld@feweb.vu.nl

ROSENZWEIG STAV

HEBREW UNIVERSITY OF JERUSALEM
SCHOOL OF BUSINESS ADMINISTRATION
MT. SCOPIUS
91905 JERUSALEM
ISRAEL
Email: msstav@mscc.huji.ac.il

SCHELLEKENS GABY

RSM ERASMUS UNIVERSITY
MARKETING MANAGEMENT
BURG. OUDLAAN 50,
ROOM T10-22
3062 PA ROTTERDAM
THE NETHERLANDS
Tel: 31 010-081179 Fax: 31 010-089011 Email: gschellekens@rsm.nl

SERDAROGLU MURAT

MERCK KGAA, PI&CS
FRANKFURTERSTR. 250
64293 DARMSTADT
GERMANY
Tel: +49 6151 729371 Fax: +49 6151 727889 Email: murat.serdaroglu@merck.de

SOTGIU FRANCESCA

ERASMUS RESEARCH INSTITUTE OF MANAGEMENT (ERIM)
RSM ERASMUS UNIVERSITY ROTTERDAM
ROOM T10-22
PO BOX 1738
3000 DR ROTTERDAM
THE NETHERLANDS
Tel: +316 11433185 Email: fsotgiu@rsm.nl

STINGEL SUSANNE

INSTITUTE OF BUSINESS-TO-BUSINESS MARKETING
UNIVERSITY OF MÜNSTER
AM STADTGRABEN 13-15
48143 MÜNSTER
GERMANY
Email: susanne.stingel@uni-muenster.de

TAN JING

UNIVERSITY OF WESTMINSTER,
HARROW BUSINESS SCHOOL,
NORTHWICK PARK
WARFORD ROAD,
HARROW
MIDDLESEX
LONDON HA1 3TP
U.K.

Email: jing.tan81@gmail.com

VAN DEN BERGH BRAM

KUL - LEUVEN CATHOLIC UNIVERSITY
NAAMESTRAAT 69
3000 LEUVEN
BELGIUM

Email: bram.vandenbergh@econ.kuleuven.be

VANDECASTEELE BERT

LESSIUS HOGESCHOOL,
DEPT. HANDELSWETENSCHAPPEN,
KORTE NIEUWSTRAAT 33
B-2000 ANTWERPEN
BELGIUM

Tel: 0032 496/609132 Email: bert.vandecasteele@lessius.eu

WENTZEL DANIEL

UNIVERSITY OF ST. GALLEN,
INSTITUTE OF MARKETING AND RETAILING,
DUFOURSTR. 40A
9000 ST. GALLEN
SWITZERLAND

Tel: 41 71 224 7162 Fax: 41 71 224 2857 Email: daniel.wentzel@unisg.ch

WONGWORAWIT CHERRY

HENLEY MANAGEMENT COLLEGE
GREENLANDS
HENLEY-ON-THAMES RG9 3AU
U.K.

Email: cherry.wongworawit@henleymc.ac.uk