CV Hans Risselada

PERSONAL INFORMATION

Name:	Hans Risselada
Date, place of birth:	August 20 1982, Warmenhuizen, The Netherlands
Gender:	Male
Citizenship:	Dutch
Work address:	Department of Marketing Faculty of Economics and Business University of Groningen PO Box 800, 9700 AV Groningen The Netherlands
Phone:	+31503636288
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Website:	www.rug.nl/staff/h.risselada

EDUCATION

Oct. 2021 – Nov. 2022	Senior Teaching Qualification
Feb. 2016	University Teaching Qualification
Feb. 2016	Research visit, The Wharton School of the University of Pennsylvania
2007 – 2012	PhD in Marketing, University of Groningen Title: "Analyzing Behavior in Customer Relationships Accounting for Customer-to-Customer Interactions". Supervisors: Prof. dr. P.C. Verhoef, Prof. dr. T.H.A. Bijmolt (*defended June 14 2012*)
2001 – 2007	MSc Econometrics, University of Groningen

EMPLOYMENT

2022 – present	**Associate Professor**, Marketing Department, Faculty of Economics and Business, University of Groningen **Program Director MSc Marketing**
2017 – 2022	Assistant professor (*tenured*), Marketing Department, Faculty of Economics and Business, University of Groningen Program Coordinator MSc Marketing
2011 – 2017	Assistant professor, Marketing Department, Faculty of Economics and Business, University of Groningen
2007 – 2011	PhD candidate, Marketing Department, Faculty of Economics and Business, University of Groningen
Sept. 2006 – April 2007	Master thesis research project at Dutch telecom operator KPN. *Title: Churn Prediction for a Large Dutch Telecommunication Company*
April. 2004 – Aug. 2006	Teaching assistant Mathematics, Statistics, and Financial Accounting (BSc International Economics and Business)

PUBLICATIONS

Mlakar, Žan., Jan Willem Bolderdijk, **Hans Risselada**, Bob M. Fennis (2026), Consistently Refusing to Go Along Both Helps and Hinders Minorities to Induce Social Tipping. *Scientific Reports [accepted for publication]*

Grinstein, Amir, Jan Willem Bolderdijk, and **Hans Risselada** (2025), From i-level to g-level- to s-level change: New methods for a new mindset for consumer researchers. *Journal of Business Research,* 198, 115492.

Van Doorn, Jenny, **Hans Risselada**, Stephanie M. Rizio, and Mengfei Ye (2025). (Un)intended spillovers of green government policies: The case of plastic regulations. *Journal of the Academy of Marketing Science*, 53(2), 490-512.

Mlakar, Žan., Jan Willem Bolderdijk, **Hans Risselada**, Bob M. Fennis, Mengbin Ye, Lorenzo Zino & Ming Cao (2024). Social Tipping Games: Experimental Paradigms for Studying Consumer Movements. *Journal of the Association for Consumer Research*, 9(4), 427–440.

Eggers, Fabian, **Hans Risselada**, Thomas Niemand, and Sebastian Robledo (2022). "Referral Campaigns for Software Startups: The Impact of Network Characteristics on Product Adoption." *Journal of Business Research*, 145, 309-324.

Ye, Mengbin, Lorenzo Zino, Žan Mlakar, Jan Willem Bolderdijk, **Hans Risselada**, Bob M. Fennis, and Ming Cao (2021). "Collective patterns of social diffusion are shaped by individual inertia and trend-seeking." *Nature communications, 12 (1)*, 1-12.

Van Doorn, Jenny, Peter C. Verhoef, and **Hans Risselada** (2021). Does Sustainability Sell? The Impact of Sustainability Claims on the Success of National Brands' New Product Introductions. *Journal of Business Research, 137,* 182-193.
Finalist for the 2022 Robert D. Buzzell MSI Best Paper Award (as an earlier version).

Wieringa, Jaap E., P.K. Kannan, Xiao Ma, Thomas Reutterer, **Hans Risselada**, Bernd Skiera (2021), "Data Analytics in a Privacy-Concerned World," *Journal of Business Research,* 122, 915-025

Van Doorn, Jenny, Peter C. Verhoef, and **Hans Risselada** (2020). Sustainability Claims and Perceived Product Quality: The Moderating Role of Brand CSR. *Sustainability*, *12*(9), 3711.

Risselada, Hans, Lisette de Vries, and Mariska Verstappen (2018), "The impact of social influence on the perceived helpfulness of online consumer reviews," *European Journal of Marketing,* 52 (3/4), 619-636.

Leliveld, Marijke C., and **Hans Risselada** (2017), "Dynamics in charity donation decisions: Insights from a large longitudinal data set," *Science Advances*, 3 (9).

Risselada, Hans, Peter C. Verhoef, and Tammo H.A. Bijmolt (2016), "Indicators of Opinion Leadership in Customer Networks: Self Reports and Degree Centrality," *Marketing Letters,* 27 (2), 449-460.

Risselada, Hans, Peter C. Verhoef, and Tammo H.A. Bijmolt (2014), "Dynamic Effects of Social Influence and Direct Marketing on the Adoption of High-Technology Products," *Journal of Marketing,* 78 (2), 52-68.
Finalist for the 2019 Sheth/Journal of Marketing Award
Finalist for the 2015 Shelby D. Hunt/Harold H. Maynard Award
Finalist for the 2015 MSI/H. Paul Root Award

Risselada, Hans, Peter C. Verhoef, and Tammo H.A. Bijmolt (2010), "Staying Power of Churn Prediction Models," *Journal of Interactive Marketing,* 24(3), 198-208.
Winner Best Paper Award Journal of Interactive Marketing 2011

Libai, Barak, Ruth Bolton, Marnix S. Bügel, Ko de Ruyter, Oliver Götz, **Hans Risselada**, and Andrew T. Stephen (2010), "Customer-to-Customer Interactions: Broadening the Scope of Word of Mouth Research, " *Journal of Service Research,* 13(3), 267-82.

Book chapters

Risselada, Hans, and Jeroen van den Ochtend (2021) Social Network Analysis. In: Homburg C., Klarmann M., Vomberg A.E. (eds) Handbook of Market Research. Springer, Cham.

Beckers, Sander F., **Hans Risselada**, and Peter C. Verhoef (2014), "Customer Engagement: A New Frontier in Customer Value Management," in *Handbook of Service Research* (eds. Roland T. Rust and Ming Hui Huang)

Dutch publications

Risselada, Hans, Peter C. Verhoef, and Tammo H.A. Bijmolt (2013), "Houdbaarheid van churnvoorspellingsmodellen," *Jaarboek Ontwikkelingen in het Marktonderzoek,* 217-33.
Winner MOA Science Award 2013

Non-academic publications

Risselada, Hans (2021), "Als er één schaap over de dam is, volgen er meer," in Bolderdijk, J. W., Peels-Matthey, S., & Popkema, A. (2021). *Achterhaalde waarheid? Zin en onzin van spreekwoorden*. In Boekvorm Uitgevers.

Risselada, Hans (2021-08-31), "Verkoopt duurzaamheid?," *Duurzaam-ondernemen.nl,* https://www.duurzaam-ondernemen.nl/hans-risselada-rug-verkoopt-duurzaamheid/

Verhoef, Peter C., Jenny van Doorn, and **Hans Risselada** (2020-08-14), "Opinion: Ondernemingen moeten echt zijn in de intenties voor een duurzame wereld. Nu is het niet genoeg," *Nederlands Dagblad (Dutch newspaper)*, https://www.nd.nl/opinie/opinie/987377/duurzaam-leven-vraagt-actie

CONFERENCES AND INVITED SEMINARS

Customer Journeys in a Digital World conference 2025, Groningen.
EMAC Conference 2024, Bucharest, *Special Session: Marketing for Social Good: The Impact of Incentives on Donation Behavior (organizer)*
EMAC Conference 2024, Bucharest, *Presentation title*: *Promises and Pitfalls of Charity Lotteries: The Role of Donor History.*
Young European Scholars (YES|Marketing) Conference August 2023, Maastricht University.
Customer Journeys in a Digital World 2023, Amsterdam, *Presentation title*: *Understanding and managing service cross-buying journeys.*
Young European Scholars (YES|Marketing) Conference August 2022, University of Groningen (part of the organizing committee)
EMAC Conference 2022, Budapest, *Presentation title: How do customer relationships evolve: Deciphering touchpoint dynamics.*
Young European Scholars (YES|Marketing) Conference August 2021 *(online)*, University of Groningen (part of the organizing committee)
EMAC Conference 2019, Hamburg, *Presentation title: Friends in Low Places: The Compensatory Effect of Co-Location on the Diffusion of Digital Products.*
Young European Scholars (YES|Marketing) Conference August 2018, Frankfurt School of Finance and Management.
EMAC Conference 2018, Glasgow, *Presentation title: Does Sustainability Sell? The Impact of Sustainability Claims on the Success of National Brand's New Product Introductions.*
University of Zurich, April 2018, *Presentation title: The impact of competition on key drivers of customer churn: A Meta-analytic approach.*
Thought Leadership Conference on Digital Business Models, Groningen 2018; participant.
EMAC Conference 2017, Groningen. *Presentation title: Dynamics in Charity Donating Decisions: Insights from a Large Longitudinal Dataset.*
Marketing Science Conference, INFORMS 2015, Baltimore. *Presentation title: How Reviews are Reviewed: How Social Influence Affects the Perceived Usefulness of Online Consumer Reviews*
VU University, Invited Research Seminar, February 2015, *Presentation Title: Indicators of Social Influence in Customer Networks: Opinion Leadership and Network Characteristics*
TU Eindhoven, Invited Research Seminar 2013. *Presentation Title: Dynamic Effects of Social Influence and Direct Marketing on the Adoption of High-Technology Products*
EMAC Conference 2012, Lisbon. *Presentation title: An Investigation of the Determinants of Social Influence in Customer Ego-Networks*
Marketing Science Conference, INFORMS 2011, Houston. *Presentation title: An Investigation of the Determinants of Social Influence in Customer Ego-Networks*
ENBIS (European Network for Business and Industrial Statistics) Conference 2010, Antwerp. *Presentation title: Social Influence in the Adoption Process of Innovative Products: A Dynamic Modelling Approach*
Marketing Dynamics Conference 2010, Istanbul. *Presentation title: Social Influence in the Adoption Process of Innovative Products: A Dynamic Modelling Approach*
Marketing Science Conference, INFORMS 2010, Cologne. *Presentation title: Social Influence in the Adoption Process of Innovative Products: A Dynamic Modelling Approach*

AMA Sheth foundation doctoral consortium 2010, fellow, The Neeley School of Business, Texas Christian University, Fort Worth, Texas

3rd Thought Leadership Conference on Customer Management, Montabaur 2009; research assistant and participant

Marketing Science Conference, INFORMS 2008, Vancouver. *Presentation title: Staying Power of Churn Prediction Models*

GRANTS

2024 RUG-FEB Acceleration Grant for the project "Enhancing data-driven decision-making for Dutch charity organizations" (hour-equivalent of 6,500 EUR)

2023 MSI Research Grant for the project "(Un)intended spillovers of green government policies: The case of plastic bag regulations." (5,000 USD)

2011 MSI Research Grant for the project "Determinants of Social Influence on Adoption in Customer Ego-Networks" (7,000 USD)

PHD SUPERVISION

Sogol Norouzi Talab *(started September 2025)*
Mengfei Ye *(started October 2024)*
Janneke Koster *(started September 2022)*
Narly Rambharos *(started September 2019)*
Žan Mlakar *(defended October 2024)*
Roelof Hars *(defended May 2024)*

TEACHING EXPERIENCE

2014 – present	Marketing Analytics (BSc Econometrics) (*evaluated 4.5/5*)
2012 – present	Digital Marketing Intelligence (MSc) (*evaluated 4.7/5*)
2009 – present	Master thesis supervision
2015 – 2017	Coordination Master Thesis Groups
2012 – 2017	Customer Models (MSc) (*evaluated 4.7/5*)
2012 – 2016	Marketing Theory (PhD) (*not evaluated*)
2012 – 2015	Research Paper (Pre MSc) (*not evaluated*)
2011 – 2012	Multivariate Data Analysis (PhD)
2009 – 2012	Field Course Marketing (MSc) (*evaluated 4.2/5*)
2009 – 2012	Marketing Model Building (MSc) (*evaluated 4.2/5*)
2008 – 2012	Marketing for Econometrics (BSc) (*evaluated 4.2/5*)

REVIEWING ACTIVITIES

Reviewer for Journal of Marketing Research, Journal of Marketing, International Journal of Research in Marketing, Journal of Retailing, Journal of Business Research, Journal of Interactive Marketing, Marketing Letters, Journal of Service Research, Israel Science Foundation grant proposals, and Swiss National Science Foundation grant proposals.

SOFTWARE

R, Python, SAS, Stata, SQL, SPSS, LaTeX

SERVICE

January 2022 – Aug. 2024	Member Teaching Academy Groningen – Community of Practice on Blended Learning
March 2020 – July 2021	Chair of the Team Online Teaching, Faculty of Economics and Business
February 2014 – Sept. 2018	Board member regional board NIMA (Netherlands Institute for Marketing)
October 2015 – Sept. 2016	Faculty steering group Master Internship Plus
January 2008 – Feb. 2011	Member of the faculty PhD council
March 2005 - April 2005	Research project at the Russian State University of Oil and Gas named after Gubkin, Moscow