Thijs Broekhuizen

Curriculum Vitae - Augustus 2025
Associate Professor of Innovation Management & Strategy | University of Groningen
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EDUCATION

2006: PhD in Economics and Business, University of Groningen
2001: MSc in Economics, University of Groningen

RESEARCH INTERESTS

Responding to Technological Change	Digital Transformation & AI	Business Model Innovation

ACADEMIC POSITIONS

Associate Professor of IM&S, University of Groningen (IUS promotion rights since 2021)	2014 – Now
Assistant Professor of IM&S, University of Groningen	2008 – 2014
Postdoc, Strategy & Innovation, University of Groningen	2006 – 2008

ACADEMIC LEADERSHIP & UNIVERSITY SERVICE

- 2021–now – Programme Director of EMBA & Co-founder three new EMBA tracks (* Best Dutch MBA in 2025 Keuzegids)
- 2020–now – Scientific Director UGBS
- 2018–now – Coordinator Noord-Nederlandse Innovatiemonitor
- 2019–2023 – Member “Stuurgroep” Groningen Digital Business Center
- 2016–2021 – Chair Signature Area Digital Business Models
- 2015–2020 – MScBA Programme Director (*Best general MScBA in 2018, 2019, 2020 Keuzegids)
- 2011–2014 – MScBA SIM Coordinator
- 2009–2012 – Programme Committee Member of MScBA

TEACHING ACTIVITIES & PROFESSIONAL DEVELOPMENT

Academic teaching

- Programme director of MSc BA (2015–2020)
- Coordinator of Master track MSc BA SIM (2011–2014)
- Course coordinator of Capturing Value from Innovation (2014–2020)
- Course coordinator of Research & Skills for MScBA (2020–2021)
- Lecturer in various Bachelor & Master courses
- Supervisor of Master's thesis (2006–now)
- All personal evaluations A or A+ (A = 3.5–4.4; A+=4.5 or higher on a 5 point scale)

Executive teaching

- Programme director of Executive MBA (2021–now)
- Course coordinator/Lecturer of EMBA courses: Business in Transition, Strategic Management & Business Models, Positioning & Branding, Strategy Execution (2021–now)
- Coordinator/Lecturer Strategic Management for EMFC (2020–2025)
- Contributor to Masterclasses on Digital Business Models/Transformation for UGBS, AoG, IT Academy
- Supervisor of Integration projects (2021–now)
- All personal evaluations A or A+ (A = 3.5–4.4; A+=4.5 or higher on a 5 point scale)

Executive programme development (selection)

- International programmes:
  - GCA Train-the-Trainer Programme (2024, 2025)
- In-company programmes:
  - EIFFEL Executive Energy Programme (2023-2025) & Health Leadership Programme (2025)
  - AVEBE HR Leadership (2025)
  - Signum Digital Transformation (2022)
- Extra-curricular programmes
  - Effective Leadership Programme (2023)

Professional development and leadership training

- Inclusive Recruitment (2022–2023)
- Inclusive Leadership (2022–2023)
- Popular Scientific Writing (2022)
- CEUT-leergang Onderwijskundig Leiderschap (2017–2018)
- University Teaching Qualification (2010)
- Supervising PhD students (2010)

RESEARCH IMPACT

Citations
Google Scholar = 8,190 (h-index = 25); Scopus = 3,500 (h-index = 17); Web of Science = 2,688 (h-index = 15)

Citation-based scholarly impact
SciVal Field-Weighted Citation Impact 78.68 (99th percentile) for an article in Journal of Business Research
Most-Cited Author & Most-Cited Article of Journal of Business Research in 2021

Research impact beyond academia
Media coverage includes mentions in White House Economic Report of the President, The Economist – Economist Impact Report, NRC, De Volkskrant, Trouw, Het Financieele Dagblad, BNR, and RTV Noord.

LIST OF PUBLICATIONS

Refereed articles in journals (since Associate Professorship in 2014)

[*Notes*: AI = Article Influence percentile; FT50 = Financial Times 50, ABS = Association of Business Schools ranking.]

Croonen, E.P.M., Broekhuizen, T.L.J., & M.J. Brand (2025). Trust and control in franchise networks: A dyadic, multi-referent analysis on franchisee network exit intentions. *Entrepreneurship Theory and Practice*. (AI = 97; ABS4; FT50)

Vomberg, A., de Haan, E., Fabian, N., & Broekhuizen, T. (2024). Digital knowledge engineering for strategy development. *Journal of Business Research*, 177. (AI = 87; ABS3)

Fabian, N., Dong, J., Broekhuizen, T., & Verhoef, P. (2024). Business value of SME digitalization: When does it pay off more? *European Journal of Information Systems.* (AI = 91; ABS4)

Broekhuizen, T., Dekker, H., de Faria, P., Firk, S., Nguyen, D. K., & Sofka, W. (2023). AI for managing open innovation: Opportunities, challenges, and a research agenda. *Journal of Business Research*, 167. (AI = 82; ABS3)

Nguyen, D. K., Broekhuizen, T., Dong, J., & Verhoef, P. (2023). Leveraging synergy to drive digital transformation: A systems-theoretic perspective. *Information & Management*, 60(7). (AI = 87; ABS3)

Geurts, A., Broekhuizen, T., Dolfsma, W., & Cepa, K. (2022). Tensions in multilateral coopetition: Findings from the disrupted music industry, *Industrial Marketing Management*, 105, 532–547. (AI = 72; ABS3)

Broekhuizen, T.L.J., & Zhu, T. (2021). Market orientation and innovation behavior: How do service employees benefit from their uniplex and multiplex intrafirm network centrality?, *Industry and Innovation*. (AI = 73; ABS3)

Broekhuizen, T., Broekhuis, M., Gijsenberg, M., & Wieringa, J. (2021). Introduction to the special issue – Digital business models: A multi-disciplinary and multi-stakeholder perspective. *Journal of Business Research*. (AI = 75; ABS3)

Broekhuizen, T.L.J., Emrich, O., Gijsenberg, M. J., Broekhuis, M., Donkers, B., & Sloot, L. M. (2021). Digital platform openness: Drivers, dimensions and outcomes. *Journal of Business Research*. (AI = 75, ABS3)

Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Dong, J. Q., Fabian, N., & Haenlein, M. (2021). Digital Transformation: A multidisciplinary reflection and research agenda. *Journal of Business Research*. (AI = 75, ABS3)
* most-cited paper in Journal of Business Research in 2021

Croonen, E.P.M. & Broekhuizen, T.L.J. (2019). How do franchisees assess franchisor trustworthiness? *Journal of Small Business Management*, 39(1), 5–31. (AI = 67; ABS3)

Broekhuizen, T., Bakker, T. & Postma, T. (2018). Implementing new business models: What challenges lie ahead, *Business Horizons*. (AI = 66; ABS2)

Broekhuizen, T., Giarratana, M.S. & Torres, A. (2017). Uncertainty avoidance and the exploration-exploitation trade-off, *European Journal of Marketing*, 51, 11/12, 2080–2100. (AI = 62; ABS3)

Delre, S.A., Broekhuizen, T.L.J., & Bijmolt, T.H.A. (2016). The effects of shared consumption on product life cycles and advertising effectiveness: The case of motion picture market. *Journal of Marketing Research*, 53(4), 608–627. (AI = 97; ABS4*; FT50)

Bos, B., Broekhuizen, T.L.J. & de Faria, P.M.M. (2015). Unraveling the secrets of secrecy: A review of the literature, *Journal of Business Research*, 68(12), 2619–2627. (AI = 58; ABS3)

Selected refereed articles (realized prior to Associate Professorship in 2014)

[*Notes*: AI = Article Influence percentile; FT50 = Financial Times 50, ABS = Association of Business Schools ranking.]

Broekhuizen, T.L.J., Lampel, J., & Rietveld, J. (2013). New horizons or a strategic mirage? Artist-led-distribution versus alliance strategy in the video game *i*ndustry, *Research Policy*, 42(4), 954–964. (AI = 92; ABS4*; FT50)

Broekhuizen, T.L.J., Delre, S.A., & Torres, A. (2011), Simulating the cinema market: How cross-cultural differences in social influence explain box office distributions, *Journal of Product Innovation Management*, 28(2), 204–217. (AI = 79; ABS4)

Hoffmann, A.O.I. & Broekhuizen, T.L.J. (2010), Understanding investors' decisions to purchase innovative products: Drivers of adoption timing and range, *International Journal of Research in Marketing*, 27(4), 342–355. (AI = 85; ABS4)

Hoffmann, A.O.I., & Broekhuizen, T.L.J. (2009). Susceptibility to and impact of interpersonal influence in an investment context. *Journal of the Academy of Marketing Science*, 37(4), 488–503. (AI = 93; ABS4*; FT50)

Book chapters

Broekhuizen, T., Nguyen, D., & Fabian, N. (2024). A strategic innovation perspective on digital transformation: The example of small and medium enterprises, (eds. John Dong and Peter Verhoef), Edgar Elgar Publishing.

Broekhuizen, T. & Langley, D. (2022). Digital Roadmapping: Purpose, phases, and perspectives. *Handbook of Digital Transformation*, (eds.) Bas Baalmans, Thijs Broekhuizen and Nicolai Fabian.

Nguyen, D. K & Broekhuizen, T. (2022). Employee and Team Digital Readiness: How to Get Employees and Teams Ready for Digital Transformation. Handbook of Digital Transformation, (eds.) Bas Baalmans, Thijs Broekhuizen and Nicolai Fabian.

Fabian, N., Broekhuizen, T. & Nguyen, D. K. (2021). Digital transformation and financial performance: Do digital specialists unlock the profit potential of new digital business models for SMEs? Managing Digital Transformation: Understanding the Strategic Process. (eds.) Hinterhuber, A., Vescovi, T. & Checchinato, F. Routledge.

Industry reports

- Broekhuizen, T. & Nijgh, S. (2024). Noord-Nederlandse Innovatiemonitor 2024. Overzichtsrapport. pp. 26 (in Dutch)
- Broekhuizen, T. & Nijgh, S. (2023). Noord-Nederlandse Innovatiemonitor 2023. Overzichtsrapport. pp. 32 (in Dutch)
- Frans Sijtsma, Oscar Kamminga, David Langley, Thijs Broekhuizen, Niels Faber, Sanderine Nonhebel, Julia Koch, Reint van Klinken, & Ellen van der Werff (2023). Sneller circulair: luisteren naar ervaringen van bedrijven om barrières te verminderen. pp. 124 (in Dutch)
- Broekhuizen, T., & Roos, E. (2022). Analyse digitaal ecosysteem voor Noordelijke mkb. pp. 75 (in Dutch)
- Broekhuizen, T. & Meerstra-de Haan, E. (2021). Noord-Nederlandse Innovatiemonitor 2021. Overzichtsrapport. pp. 30 (in Dutch)
- Broekhuizen, T. , Huizingh, E., & Nguyen, K. (2021). pp. 40. Evaluatie VIA-regeling (in Dutch)
- Doets, B., Nicolai, P., Edzes, A., Koster, S., Broekhuizen, T. & Los, B. (2021). Stand van Noorden, 2nd ed., Rijksuniversiteit Groningen. pp. 50 (in Dutch)
- Doets, B., Nicolai, P., Edzes, A., Koster, S., Broekhuizen, T. & Los, B., Hulsman, L.& de Kruijf, B. (2020). De Stand van de Noord-Nederlandse Economie: Impact van de coronacrisis, 1st ed., Rijksuniversiteit Groningen. pp. 26 (in Dutch)
- Broekhuizen, T., Faems, D., Meerstra-de Haan, E. & Nguyen, D. K. (2020). Tijdshorizon van het Noord-Nederlandse mkb, Rijksuniversiteit Groningen. pp. 11 (in Dutch)
- Broekhuizen, T. & Meerstra-de Haan, E. (2020). Noord-Nederlandse Innovatiemonitor 2020. Overzichtsrapport. 38 p. (in Dutch)
- Broekhuizen, T., Meerstra-de Haan, E. (2019). Maatschappelijke oriëntatie van het Noord-Nederlandse mkb. Deelrapport Innovatiemonitor. pp. 19 (in Dutch)
- Broekhuizen, T., Meerstra-de Haan, E. & Faems, D. (2019). Noord-Nederlandse Innovatiemonitor 2019. Overzichtsrapport. pp. 32 (in Dutch)
- Broekhuizen, T. & Croonen, E.P.M. (2019). KEI evaluatie. pp. 39 (in Dutch)

Papers under revision and working papers

- Geurts, A., Broekhuizen, T.L.J., Cepa, K.C., & Dolfsma, W.A. Questioning organizational identity: Exploring the identity-strategy nexus during radical technological change" (in preparation for resubmission (2nd round) to *Strategic Management Journal)*.
- Koval, O., Broekhuizen, T., Dolfsma, W., Huizingh. E.; Martovoy, A. Updating Fast or Slow: The Role of Depth and Breadth of Experience in Shaping NPD Performance after Technological Change (resubmitted (2nd round) to *Innovation: Organization & Management*).
- Nguyen, D.K., Broekhuizen, T.L.J., Dong, J., Verhoef, P.C. A Sequential Use of QCA and Regression: Guidelines and Empirical Illustration. *Information Systems Journal*. (rejected and resubmitted (1st round) to *Information Systems Journal*).
- Nguyen, D.K., Broekhuizen, T., Pirkkalainen, H., & Salo, M. Individual and Team Digital Readiness (in preparation for *Journal of the Association for Information Systems*)
- Özben, O., Fabian, N.E. & Broekhuizen, T.L.J., From Transactional to Relational: Reframing Platform Theory through a B2B Lens (in preparation for *European Journal of Information Systems*).
- Nijgh, A.M., Broekhuizen, T.L.J., Noseleit, F., & Wyrwich, M., Beyond Economic Integration: An Acculturation-Based Immigrant Entrepreneurship Framework.
- Croonen, E.P.M., Broekhuizen, T.L.J., Glaser, M. Leverage or Lock-in? How Trust (In)Congruence Affects Franchisee Compliance with Alternatives and Switching Costs as Moderators (in preparation for *Journal of Retailing*).
- Nguyen, D.K., Dong, J., Broekhuizen, T., Verhoef, P. CIO's relative power and performance.
- Broekhuizen, T.L.J. Innovation in Large Consortia (in preparation for *Business Horizons*)

Summary of research metrics

FEBRI* AI > .90	**5** articles: *Journal of the Academy of Marketing Science* (2009), *Research Policy* (2013), *Journal of Marketing Research* (2018), *European Journal of Information Systems* (2024), *Entrepreneurship Theory and Practice* (2025)
FT50	**4** articles: *Research Policy; Journal of Marketing Research; Entrepreneurship Theory and Practice; Journal of the Academy of Marketing Science*.
ABS Ranking	ABS4*: 3 articles (2 since Associate Professorship in 2014) ABS4: 4 articles (2 since Associate Professorship in 2014) ABS3: 11 articles (11 since Associate Professorship in 2014) ABS2: 2 articles (1 since Associate Professorship in 2014)

Selected conference proceedings

- Geurts, A. Broekhuizen, T. Cepa, K., & Dolfsma, W. (2024). Questioning Organizational Identity during Radical Technological Change. Proceedings from the Academy of Management Conference in Chicago, Illinois (* Selected for AOM Annual Meeting Best Paper Award)
- Nguyen, D.K., Broekhuizen, T., Dong, J.Q. & Verhoef, P.C., (2022). Power Distribution Within the Top: How Does Power of IT Executive Relative to TMT Matter? Proceedings from the Strategic Management Society Conference, London, UK.
- Nguyen, D.K., Broekhuizen, T., Dong, J.Q. & Verhoef, P.C., (2021). Are You Ready for Digital Transformation? Digital Readiness Configurations and Business Value across Industries. Proceedings from ICIS Conference. (*Best Short Paper Award Nomination)
- Croonen, E.P.M., T.L.J Broekhuizen, & M.J. Brand (2021). Why franchisees leave their networks: the pivotal roles of the franchisor's trust and control. Proceedings of 34th International Society of Franchising Conference 2021. (* Best Paper Award)
- Geurts, A., Broekhuizen, T.L.J., & W.A. Dolfsma (2019), Explaining Organizational Responses to Disruptive Innovations: A Study of Digitization in the Dutch Music Industry, EGOS Conference, Edinburgh, UK.
- T.L.J. Broekhuizen, Croonen, E.P.M., & Brand, M.J. (2016). Time to Say Goodbye: Explaining Franchisees' Exit Intentions and Behavior. Academy of Management Conference, Anaheim, US. (* Selected for Best Division Paper Award)

PHD THESIS SUPERVISION & EXAMINATION

PhD supervision

- Co-promotor of **Tao Zhu**: completed in January 2014 (co-supervision with Dolfsma and Leenders)
- Co-promotor of **Amber Geurts**: completed in January 2018 (co-supervision with Dolfsma) (* Winner of ISPIM Best Thesis Award)
- Co-promotor of **Oleksii Koval**: completed in May 2019 (co-supervision with Dolfsma, Huizingh, Martovoy)
- Promotor of **Khoi Nguyen**: completed in October 2022 (with Verhoef and Dong)
- Promotor of **Sandra Nijgh**: started in September 2023 (with Noseleit and Wyrwich)
- Promoter of **Özgün Özben**: started in September 2024 (with Nicolai Fabian)

Doctoral dissertation examination

- External examiner of **Xiang Li (2025)**: DBA at Montpellier Business School
- External examiner of **Yongzhao Zhu (2025)**: DBA at Montpellier Business School
- External examiner of **Hong Yang (2023)**: DBA at Montpellier Business School
- External examiner of **Frank Peters (2018)**: PhD at Tilburg University

EDITORIAL AND REVIEWING ACTIVITIES

Editorship

- Editor Special Issue Knowledge Engineering in Journal of Business Research (2024) – together with Vomberg, de Haan, & Fabian
- Editor Special Issue Digitalization, Innovation and Sustainability in Sustainability (2022) – together with Langley
- Editor Special Issue Digital Business Models in Journal of Business Research (2021) – together with Gijsenberg, Broekhuis, & Jaap Wieringa.

Ad-hoc reviewer

- Refereed for (among other journals) Business Horizons, European Management Journal, European Journal of Information Systems, International Journal of Research in Marketing , Industry and Innovation, Information Systems Journal, Information & Management, Journal of Business Research, Journal of the Academy of Marketing Science, Journal of Management Studies, Long Range Planning, MIS Quarterly, Research Policy, Regional Studies, and Technovation.

Grant/educational review activities

- European Research Council – external assessor of ERC Synergy Grant Call (2024)
- Review Panel Saxion – external assessor of Kwaliteitszorg Onderzoek (2022-2023)
- TOE RSM Review Panel – external assessor of post-experience teaching at RSM (2021)
- Polish National Science Center – external assessor for Narodowe Centrum Nauki (2020)
- Norwegian Research Council – external assessor for Forskningsradet (2020)
- NWO – external assessor of Veni grant on innovation research NWO application (2011)

PUBLIC OUTREACH

Selected media coverage

Dutch media (selection)

- 'Onze executive education drijft op de juiste combinatie van mensen' – RUG Nieuws – 12 nov 2024
- 'Minder poen en minder banen, maar meer geluksgevoel in het Noorden'– Noordz – 8 jan 2022
- 'Innovatiekracht in het Noorden neemt toe, maar zorgen blijven' – RTV Drenthe – 30 sept 2021
- 'Tevredenheid over IT leidt tot digitale transformatie' – Computable – 18 juni 2021
- 'Online privacy is straks alleen weggelegd voor de rijken' – HP De Tijd – 6 okt 2020
- 'Gros mkb'ers verdwaalt in noordelijk financieringslandschap' – DvhN – 11 sept 2020
- 'Dit is waarom jij hun advertenties overal ziet - De waarheid over e-commerce – NOS Stories – 22 mei 2020 (500K views on YouTube)
- 'Coronacrisis milder voor het Noorden. Groningen-Assen minst getroffen, hardste klappen voor Eemsdelta'– DvhN – 9 mei 2020
- 'Catastrofale gevolgen voor afnemers software als leveranciers omvallen' – BNR – 13 mei 2020

International media (selection)

- Article cited in 'Economic Report of the President' – The White House – 21 March 2024
- 'Moving Beyond the Hype: Digitalization at Universities' – Higher Education Magazine – 15 December 2023
- 'Accelerating digital: A win-win-win for customer experience, the environment and business growth' – The Economist - Economist Impact Report – 20 December 2021

Invited keynotes and presentations

- Invited speaker Deloitte Sustainability Programme at Campus Fryslan – November 2023
- Moderator of EduTech Europe Event in Rai Amsterdam – October 2023
- Invited speaker Webinar Hospitality Group – September 2023
- Invited speaker Jantina Tammes School at House of Connection – July 2023
- Invited speaker TheFactor.e in Dot (120+ participants) – June 2023
- Invited speaker Strategic Day of BPD – October 2021 & August 2022 & September 2023
- Invited speaker EBF Conference – October 2022
- Invited speaker Webinar: Ik ben Drents ondernemer – May 2020
- Invited speaker Webinar: Robotic Process Automation – April 2020
- Keynote/plenary speaker: Innovation Monitor Annual Event – 2018–2023
- Invited speaker MKB Business Event – November 2017 & 2018
- Invited speaker on IP Congres Arnold & Siedsma (180+ participants) – April 2017

Jury memberships

- Chair and jury Member CCMA 2025 Future Award – May 2025

EXTERNAL FUNDING & GRANTS

Applicant and project leader (total funding from projects €766K from 2019–now)

- 2024-2028 – Nationaal Programma Groningen - Proeftuin toegankelijke zorg: total funding €2.1 million; UG-FEB **€18K.** Topic: Accessible Healthcare. Project with regional partners.

- 2024–2028 – Interreg TALENT4S3: total funding €1.8 million; UG **€165K**: main applicant and coordinator for UG, execution together with Koster. Topic: Mitigating brain drain. Project with 11 European partners.

- 2023–2027 – Interreg SIRM: total funding €1.6 million; UG **€189K**: main applicant and coordinator for UG, execution together with Noseleit, Wyrwich, and Nijgh. Topic: Socio-economic integration of refugees and migrants. Project with 11 European partners.

- 2022–2026 – Three provinces contribute €144K for PhD for the Northern-Netherlands Innovation Monitor, matched by Faculty €120K; main applicant and coordinator, execution with Noseleit & Wyrwich, in total **€264K**.

- 2019–2023 – Interreg PASSPARTOOL: total funding €1.6 million; UG **€130K**: main applicant for UG, execution together with Noseleit & Meerstra-de Haan & Wyrwich. Project with 7 European partners.

- 2016–2017: NWO Grant: total funding **€15K**; co-applicant for UG together with McCarthy.

- 2006–2008 – FP6 project eRep: total funding €1.2 million; UG **€300K:** main applicant with Jager for UG, execution with Jager, Tuk & Trampe. Topic: online reputation and governance. Project with 4 European partners.

Consultancy service and contract research (total funding over 100K)

- 2021–2023 – BPD Digital Strategy Analysis – Consultancy services and workshops, €8K
- 2021–2022 – Analysis of Digital Ecosystem of the North for S7, main applicant, €43K
- 2020–2021 – Digitalization of Signum (with Langley & Nguyen): main applicant, €17K
- 2020–2020 – VIA Evaluation for SNN (with Huizingh & Nguyen): main applicant, €11K
- 2019–2019 – Innovatiemonitor (with Faems), supportive activities, €7K
- 2018–2018 – KEI Evaluation for SNN (with Croonen) main applicant, €14K
- 2015–2021 – 10+ Masterclasses AoG