UPCOMING EVENTS

The partial solar eclipse starts at 9:30, is at its maximum at 10:37, and is finished at 11:48. On the maximum 84.7% of the diameter of the sun will be covered. We hope for a cloudless day as the next one in the Netherlands will be in 2021. Our colleague Inge Borst will put her telescope on the ‘Zuidplein’, opposite room 8A-98 Main Building. Bring your eclipse glasses! Click here for more information about the eclipse in Dutch and in English.

ABRI: PhD Day: March 24, 2015
Join us for the ABRI PhD Day and discover what ABRI PhD candidates have been working on! With only 1.5 years ahead in their PhD trajectory our PhD candidates will present their work in this Midterm Evaluation, sharing the progress they’ve made on their research and discussing their papers with fellow candidates, reviewers and members of the faculty. The event will include lunch to further discuss their research and innovative ideas and the workshop “Getting in touch with the real world: Connecting with organizations and valorizing research outcomes” organized by the ABRI PhD Council. It will take place on March 24th in rooms BV 1H-24 and BV 1H-17 (parallel sessions) from 10:00 to 16:00. Save this date!

You are invited to join for the whole or part of the day. To register for this event, please send an email to Mar Diez (m.diezdonoso@vu.nl) before March 20th and indicate whether or not you will have lunch with us. For further questions please contact Maura Soekijad (m.soekijad@vu.nl), ABRI’s Director of Doctoral Education.

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<tr>
<th>Time</th>
<th>Programme</th>
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<tr>
<td>10:00 – 10:20</td>
<td>Room BV 1H – 24 Chair Paul Jansen</td>
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<tr>
<td>10:20 – 10:40</td>
<td>Room BV 1H – 17 (breakout) Chair Bernd Heidergott</td>
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<tr>
<td>10:40 – 11:25</td>
<td>Programme Introduction by Maura Soekijad, ABRI ‘s Director of Doctoral Education</td>
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<td>11:25 – 12:10</td>
<td>Presentation 1: Wenjing Cai (Science Business &amp; Innovation (FEW))</td>
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<tr>
<td>11:25 – 12:10</td>
<td>Presentation 2: Joost Berkhout (Logistics &amp; Operations Research)</td>
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<tr>
<td>12:10 – 12:55</td>
<td>Lunch Break</td>
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12:55 – 13:40  Presentation 3: **Mathilde van Dijk**  
(Marketing)  
Presentation 6: **Alexandra Bratishcheva**  
(Accounting & Finance)

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| 12:55 – 13:40 | Presentation 3: **Mathilde van Dijk**  
(Marketing) |            |
|              | Presentation 6: **Alexandra Bratishcheva**  
(Accounting & Finance) |            |
| 13:40 – 14:00 | Coffee Break                                   |            |
| 14:00 – 15:30 | Workshop:  
Getting in touch with the real world:  
Connecting with organizations and  
valorizing research outcomes |            |
| 15:30        | Drinks                                         |            |

In order to download the full program, including the abstracts please click [here](#).

**BAM and BBS: Workshop Networking: March 25, 2015**

You are cordially invited to the upcoming event ‘Fast-tracking your Career by Networking’ organised by the British Academy of Management and Bristol Business School, taking place on the 25th March in Bristol. Effective networking is becoming increasingly important in an academic career. Networking is common practice in the commercial sectors, but is still regarded by many in academia as an alien practice. However, academics need to network effectively with other academics and also increasingly with other groups in society to create wider social and economic impact from their research. The workshop will look at Networking as the use of both formal and informal connections between groups of colleagues to develop your career. This workshop is aimed at PhD candidates, early career researchers and more established research-focused staff to learn more of current thinking and practical use of networking as a tool for a successful career. For more information please click [here](#).

**NEWS**

**WEEK 12**

**Femke van Horen has received tenure at the Marketing department**

We are happy to announce that Femke van Horen has received tenure at the Marketing department as of the 1st of April.

Femke has a background in social psychology and uses a multidisciplinary approach to understand the psychological processes underlying consumer behaviour. Her research focuses on product imitation, uncertainty, social comparison processes, embodiment and language in marketing communications. In her research addressing the topic of product imitation, she has demonstrated that, contrary to the general assumption, lookalike products that are highly similar to the imitated brand are negatively evaluated, whilst subtler forms of imitation are positively evaluated and thus more effective. More recently, Femke’s research has concentrated on the effects of uncertainty on consumer decision-making and choice. Her work has been published in top-tier journals such as *Journal of Marketing Research*, *International Journal of Research in Marketing*, and *Journal of Experimental Social Psychology*.

**EVENT OVERVIEW**

**SPRING 2015**

**FEWEB: PhD Defence C. Diets: March 31, 2015**

On 31 March C. Diets will defend his dissertation "Hierarchies, communication and restricted cooperation in cooperative games". This event will take place in the Aula of VU University at 15:45.

**ACE/ACE Connect: Amsterdamse Student Ondernemersprijs (ASOP) Application Deadline: April 1, 2015**

ACE and ACE Connect organise a presentation for the six finalists of ASOP for students and new graduates with their own company on April 30. Application deadline is April 1. For more information please click [here](#).
M&O: Lunch Seminar: April 9, 2015: Timothy Clark
On April 9 Timothy Clark of Durham University (UK) will present his paper titled “Conveying the Adaptation of Management Panaceas in the Live Lectures” from 12:30 till 13:30, in room 8A-44 and will include lunch. For the abstract please click here.

PROVU: Workshop Gildeprint: April 9, 2015
This workshop is for all PhDs, but especially those who are in their final phases of thesis design. Ruben Baartman from Gildeprint, in collaboration with ProVU, has generously offered to host a workshop to teach us how the process of thesis design takes place. Some information will be provided on the production methods of a thesis, how to set up the lay-out of the cover and inside of the thesis, how printing companies would like to receive all the files and what time frame you should take into consideration for the entire process. Main Building VU, 06A-10, from 12:00 – 13:00. Ruben will provide food for everyone who registers for this workshop, so please don’t forget to sign up at his mail address: r.baartman@gildeprint.nl. More information on provu.nl

ACE/SMO: CE Booster: April 10, 2015
The CE Booster is a unique nation-wide program that will help to scale up startups that contribute to a circular economy. Events will be in Dutch. Registration before March, 30th. For more information please click here.

FADO: Seminar: April 16, 2015: Brian Spisak and Femke van Horen
Brian Spisak (M&O) and Femke van Horen (Marketing) will deliver two presentations on the topic “Perceptions and decision making in experimental research”. The event will take place in room 14A-36 at 12:00 – 13:00. Lunch will be provided.

ABRI: Lunch Seminar: April 23, 2015: Andrew Stephen
Andrew Stephen from Katz Business School, University of Pittsburgh, will present his work titled “The effects of content characteristics on consumer engagement with branded social media content on Facebook” at a seminar organized by ABRI and Dr. Femke van Horen from Marketing Department. The abstract will be published soon on the ABRI website. The seminar will take place on Thursday, April 23rd from 12:00-13:00 in room BV 0H-21 (BelleVUe Building) and will include lunch. To register for this event, please send an e-mail to: m.diezdonoso@vu.nl before April 21st, 2015.

ABRI: Deadline Application KIN Summer School: May 1, 2015
ABRI kindly invites early career researchers (PhD candidates, post-doctoral researchers and junior faculty) to participate in the 5th KIN Summer School to be held in Amsterdam, July 6 – July 9, 2015. This Summer School is organized by the KIN Research Group of the VU University Amsterdam together with the Amsterdam Business Research Institute (ABRI). For more information click here.

SERVUS is delighted to announce their forthcoming Servant-Leadership symposium on May 4th, 2015, 13:15-18:00 hrs in the Main Building of VU. The symposium Servant-Leadership in Crisis Situations is the 11th in an annual symposium series organized by SERVUS. The symposium is a meeting place for international Master students in Business Administration, professionals and practitioners to strengthen the link between theory and business practice. This event with its focus on Crisis Situations goes beyond the cognitive approach to explore our inner strengths and vulnerabilities within people and organisations. How do people cope with crisis in their working life and through experiences of vulnerability develop personal strengths? An organisational crisis such as unemployment, IT failure, closure of a department or clashing corporate cultures after a merger, may turn out to become an opportunity. Servant-Leadership is expressed in both handling (the prevention of) a crisis and at the same time creating a durable corporate culture where people feel safe. For companies this implies matching individual and organisational needs while serving employees through all seasons of business and personal life. This symposium brings together cutting-edge thinkers and practitioners across disciplines, leveraging the global human needs to learn, serve and lead in their unique way. The symposium will include keynote
presentations, workshops and a plenary debate to shed light on the gentle art of serving and leading, and how leaders can serve to acknowledge each other's fragility and strengths. In dialogue with the audience, we aim to explore leadership dilemmas that arise across cultural orientations, responding to the needs of the other in times of crisis.

For more information and registration (before April 24) please click [here](#).

Since 2010, FEWEB's Servant-Leadership Centre SERVUS provides education and research regarding servant-leadership in cross-cultural and cross-disciplinary perspective. To give an impression of SERVUS state-of-the-art, we highlight two great initiatives here. First, the Servant-Leadership Research Programme (SLRP), launched in 2014. This postgraduate course is a co-creation of companies such as KLM, DSM, Nova College, KPMG and Lidl, as well as several community organisations and scientists in the Netherlands and abroad. SLRP is aimed at personal and professional leadership, focused on Community Service, giving back to society, and learning from each other. SL Symposia, which are organised twice a year, aimed at 100 – 180 Master students in dialogue with (inter)national partners from society and academia. The 11th symposium in this series is entitled Servant-Leadership in Crisis Situations. How can a company turn vulnerabilities or a crisis into a strength? For more details see above.

**ACE Venture Lab: Bootcamp: May 11, 2015**
From 11 till 15 May, ACE Venture Lab and MIT/Stanford VLab will organize a Bootcamp for science and technology professionals. The Bootcamp will provide you with the necessary knowledge and skills vital to the start and growth of your business. For more information please click [here](#).

**ABRI: Research Seminar: May 19, 2015: Eva de Mol**
Eva de Mol will present her paper "Entrepreneurial Teams" on May 19, from 16:00 – 17:00 in BelleVUe room 0H-19. Drinks in the Basket will follow the seminar.

**FADO: Seminar: May 21, 2015: Dominic Detzen and Stefan Heusinkveld**
Dominic Detzen (Accounting) and Stefan Heusinkveld (M&O) will deliver two presentations on the topic "Professionals under pressure". The event will take place in room 7A-06 at 12:00 – 13:00. Lunch will be provided.

**FADO: Seminar: June 4, 2015: Ines Lindner and Svetlana Borovkova**
Ines Lindner (Econometrics) and Svetlana Borovkova (Finance) will deliver two presentations on the topic "Networks". The event will take place in room 7A-06 at 12:00 – 13:00. Lunch will be provided.

**ABRI: Research Seminar: June 16, 2015: Susan Hilbolling**
Susan Hilbolling will present her paper "Beyond synchronicity: the temporality of coupling and decoupling in innovation processes" on June 16, from 16:00 – 17:00 in BelleVUe room 0H-19.