WEEK
38-2015

UPCOMING EVENTS

ABRI: MSc Honours Graduation Day: September 18, 2015
The MSc Honours Students will celebrate their Graduation on 18 September at 15:30 in room 1G-11. We will be celebrating all the hard work in completing this extracurricular programme alongside of their studies. The event will be followed by drinks in the Basket.

ABRI: Inauguration Speech: September 18, 2015: Prof. dr. ir. P.W.J. Verlegh
Prof. dr. ir. P.W.J. Verlegh will deliver his inauguration speech on Friday, September 18, 2015 at 15:45. The lecture is titled: “Marketeers en Consumenten: samen spelen, samen delen”. The ceremony will take place in the aula of the VU University.

SERVUS: Symposium: September 21, 2015
The symposium Servant-Leadership and Meaningful Work is the 12th in an annual symposium series embedded in the Master course Careers and Organizations. The Symposium will be held on 21 September at the VU. For more information please click here.

ABRI: Seminar: September 22, 2015: David Barberá
The seminar is organized by ABRI and the KIN Research Group. David Barberá gives a seminar about Cultural Entrepreneurship and the Role of Visuals in Interactive Frame Alignment Processes. The seminar will take place on Tuesday 22nd of September at 16:00 in room BV 0H-20 (BelleVUe Building). To register for this event, please send an e-mail to: s.demirci@vu.nl today. For the abstract please click here.

ACE: Pitching Competition: September 24, 2015
On September 24 the 8 most promising startups from Amsterdam and other Dutch cities will battle in front of top investors, entrepreneurs and fans in the Local Amsterdam Final of Get in the Ring. Registration to this event has been closed. For more information please click here.

Information session ABRI Part-Time PhD programme: September 28, 2015
Enrolment for the third cohort of the (Executive) Part-Time programme is now open! Executives and management practitioners who aspire a PhD degree are invited to apply.

To get more information about the programme and to discuss their research topics, potential PhD candidates are invited to attend the upcoming information session on September 28.

During the sessions we will discuss:
- The Part-Time PhD programme’s design and teaching philosophy
- Key deliverables and objectives of the programme
- Working with world-class faculty on your PhD research project

The information session will take place at 17:30 – 19:00 in room HG 1A-32, main building of VU University Amsterdam.
To register for the information session, please send an email to ABRI's Policy Officer, Niki Konijn (n.m.konijn@vu.nl).

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**NEWS**

**WEEK 38**

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**Peeter Verlegh new professor of Marketing**

On September 18, Peeter Verlegh will deliver his inauguration speech. The title of Peeter’s lecture is: ‘Marketeers en consumenten: samen spelen, samen delen?’ (English: Marketers and consumers; play together, share together?).

His research focuses mainly on the role that consumers play in marketing projects, a topic that received increasing attention in recent years.

There are many interesting cases of organizations that involve consumers in their marketing. As a result of this it has become more difficult to determine whether something is marketing or not.

You can find more information about Peeter’s research in this [interview](#), in Tijdschrift voor Marketing (in Dutch).

**Hester van Herk receives grant from Australian Research Council**

Hester van Herk received a linkage grant of AU $510,247 (EUR 323,000) from the Australian Research Council (ARC) for the project: 'Dynamic relations between values and consumer behaviour: age and life-stage'. The ARC grant is in cooperation with Julie Lee (University of Western Australia), Anat Bardi (Royal Holloway, University of London), Leonard Coote (University of Queensland), Geoffrey Soutar (University of Western Australia) and the research company PureProfile Pty Ltd (Sydney). ARC linkage grants support research and development collaborations between eligible higher education organisations and other organisations, including industry, to further Australian innovation and acquisition of new knowledge. Companies involved match an ARC grant, for example by collecting and providing data. The grant covers the years 2015-2018.

The ARC project Hester is involved in aims to understand the complex relations between people’s life goals and their consumption behaviour, exploring age, life-stage and cohort effects. The intended outcomes of the project include a state-of-the-art interactive values-based website, basic knowledge about Australian values, value change and value-related behaviour, and business insight into value-based marketing. This project aims to apply the knowledge gained from a large scale study into Australian values and value change across the adult life-span in order to understand how people’s values influence their consumer and other decisions; providing information that will enable Australian organisations to improve their marketing activities and the nature of their promotional appeals.

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**EVENT OVERVIEW**

**AUTUMN 2015**

**ARCA: Seminar: September 28, 2015: Juan Pablo Mendoza**

Juan Pablo Mendoza (VU University Amsterdam) will present his paper titled (co-authored with Jacco Wielhouwer and Erich Kirchler) “The Backfiring Effect of Auditing on Tax Compliance”. This seminar will take place on Monday, September 28 from 12.00 to 14.00 in 8A-44 in the Main building. To register for the ARCA seminar, please send an email to: l.m.abinta@vu.nl.

**FEWEB: PhD Defence: September 28, 2015: J.W. Schoen**

On September 28 at 15:45 in the Aula J.W. Schoen will defend his dissertation titled "The single-track reporting approach. The development of financial and prudential reporting requirements and their impact on the reporting practices of Dutch insurance companies in the period 1880-2005".
ABRI: Lunch Seminar: October 5, 2015: Evgenia Dolgova
Evgenia Dolgova (visiting researcher at RSM and Leeds University Business School) will present her paper “The co-evolution of perceptions of competence and friendship: The effect of self-monitoring personality” on Monday October 5 from 12:30 till 13:30 in the room MF-A326. Lunch will be provided from 12:00. To register for this event, please send an e-mail to: s.demirci@vu.nl before the 1st of October 2015. Abstract can be found here. For more information about this seminar please contact Zuzana Sasovova (z.sasovova@vu.nl).

FEWEB: PhD Defence: October 7, 2015: L.M. van der Lugt
L.M. van der Lugt will defend the dissertation “Beyond the Landlord. A strategic management perspective on the port authority” on 7 October at 13:45 in the Aula of VU University.

KIN: KIN Talk: October 9, 2015: Nicola Villa
On Friday October 9 at 16:30 – 17:30 Nicola Villa (Cisco) will give the next KINTALK with the topic “Big, Bigger, Biggest Data”. At large, Nicola will touch upon the question that everybody has: “What is Big Data, and Bigger than what exactly?” The talk will be held on the 5th floor at the KIN Research group. For more info and signing up please visit the event page on the KIN Research Group website.

M&O: Lunch Seminar: October 13, 2015: Aubrey Daniels
Aubrey Daniels from Aubrey Daniels International will present his paper from 12:30 till 13:30 in room 8A-97. Lunch will be provided.

ABRI: Lunch Seminar: October 14, 2015: Sebastian Schorch
Sebastian Schorch (PhD candidate at the Grenoble Ecole de Management) will present his paper: "Competitive inter-team relationships and their effects on team external knowledge seeking in a creativity task” on Wednesday 14 October from 12:30 till 13:30 in the room BV 0H-36 (BelleVUe Building). Lunch will be provided from 12:00. To register for this event, please send an e-mail to: s.demirci@vu.nl before the 12th of October 2015. Abstract can be found here. For more information about this seminar please contact Zuzana Sasovova (z.sasovova@vu.nl).

ABRI: PhD Defence: October 15, 2015: Yuval Engel
Yuval Engel will defend his dissertation titled "Venturing into the unknown, but not for the first time: An examination of firm-founders’ careers & entrepreneurial decision-making under uncertainty " on 15 October at 11:45 in the Aula of the Main Building of the VU University Amsterdam. For more information please click here.

PhD Council: General Assembly: October 20, 2015
The first lunch for PhD Students will be held 20 October at 12:00 - 13:30 in Bellevue room BV-0H-54. The Council will present itself and announce its plans for the next academic year.

ABRI: Research Seminar: October 20, 2015: Jaan Kets
Jaan Kets will present his paper “Reviewing the relationship between technological innovation and internationalization from a dynamic capabilities’ perspective” on 20 October, from 16:00 – 17:00 in room 1G-11. The seminar will be followed with drinks in the Basket.

UBVU: Seminar Scientific Publishing: October 22, 2015
The University Library is offering aspiring authors and PhD candidates some help on how to prepare yourself and how to write a quality scientific manuscript by organizing a seminar on these topics. Registration for the event has been closed, however the seminar will be streamed live, using this link. For more information about the program please click here.

M&O: Lunch Seminar: October 22, 2015: Jost Sieweke
Jost Sieweke from Heinrich Heine Universität Düsseldorf will present his paper from 12:30 till 13:30 in room 8A-44. Lunch will be provided.