

Frederik Bungaran Ishak SITUMEANG

PERSONAL DATA

Date/place of birth : Medan, 26 April 1984
Email address : fsitumeang@gmail.com

EDUCATIONS

Doctor of Philosophy (PhD.), Universiteit van Amsterdam, The Netherlands, 2009-2013
Supervisors: prof. dr. Nachoem M. Wijnberg and prof. dr. Mark A.A.M. Leenders
Thesis: *Variability: The effects of variation in power relations within the firm, in its market performance, and in the evaluations of its products*

Master of Science (MSc./MPhil.) – Research Master, Rijksuniversiteit Groningen, The Netherlands, 2008-2009
Specialization: Marketing (Research)

Master of Science (MSc.) in Business Administration, Rijksuniversiteit Groningen, The Netherlands, 2007-2008
Specialization: Strategy and Innovation Management (Cum Laude)

Pre-Master, Rijksuniversiteit Groningen, The Netherlands, 2006-2007
Specialization: Strategy and Innovation Management

Bachelor in Informatics, Del Polytechnic of Informatics, Indonesia, 2002-2005
Specialization: Informatics Engineering (Cum Laude)

TEACHING

Co-Founder and lecturer, Master Digital Driven Business, Amsterdam University of Applied Sciences
Minor Marketing Data Analytics, 2019-present, Amsterdam University of Applied Sciences
Database management for Business (MSc), 2019-present, Amsterdam University of Applied Sciences
Innovation Management (BSc 2nd year, and MSc), 2018-present, University of Amsterdam
Strategy and Organization (BSc 1st year), 2021-present, University of Amsterdam
Master Thesis Supervision, Business administration (Tracks: Digital Marketing, Entrepreneurship and Management in the Creative Industry, Innovation and Entrepreneurship), 2009-present, University of Amsterdam
Bachelor Thesis Supervision, Business Administration, 2009-present, University of Amsterdam
Management Research Methods 2 (Intermediate), 2nd Year Bachelor Level, 2009-present, University of Amsterdam
Marketing Management, 3rd Year Bachelor and Pre-Master Level, 2009-present, (Course Coordinator: from 2013) University of Amsterdam
Marketing and Marketing Research: 3rd Year Bachelor Level, 2015-present, Institut Teknologi Del
Academic Project: 4th Year Bachelor Level, 2015-present, Institut Teknologi Del
Marketing and Strategy in Media and Entertainment Industries, 2016-2018, Erasmus University Rotterdam
Management Research Method 2, Executive Master Level, 2010-2016, University of Amsterdam
Marketing, 2nd Year Bachelor Level, 2013-2015, University of Amsterdam
Marketing and Strategy, 1st Year Bachelor Level, 2013-2015, University of Amsterdam
Project 1: Literature Review, 3rd Year Bachelor Level, 2009, University of Amsterdam

WORKING EXPERIENCE

Year : August 2016 – Present
Name of Institution : Amsterdam University of Applied Sciences (www.hva.nl)
Job Description : Associate Professor AI and Data Driven Marketing (Group: 6.2 fte)

Year : August 2013 – Present
Name of Institution : Universiteit van Amsterdam (www.uva.nl)
Job Description : Lecturer

Year : December 2015 – Present
Name of Institution : Institut Teknologi del (www.del.ac.id)
Job Description : Visiting Lecturer

Year : October 2016 – April 2018
Name of Institution : Erasmus University Rotterdam (www.eur.nl)
Job Description : Visiting Lecturer

Year : August 2009 – July 2013
Name of Institution : Universiteit van Amsterdam (www.uva.nl)
Job Description : Junior Researcher / PhD Candidate

RESEARCH and ADVISORY DUTIES

NWO Dutch Research Agenda, Low resource chatbot, 5 million euros, consortium with University of Amsterdam, University of Leiden, Royal University Groningen, and University of Nijmegen (2022-ongoing)
Group coordinator, AI and Data Driven Business, Faculty of Business and Economics, *Amsterdam University of Applied Sciences* (2018-ongoing)

Initiator and Coordinator of Minor Digital Analytics, at the Marketing group, *Amsterdam University of Applied Sciences*, (2019-ongoing)

Co-Founder for Master Digital Business Development, *Amsterdam University of Applied Sciences* (2016-2018), the program was unanimously approved by NVAO on 7 December 2018

Advisory position on the societal impact of tracking cookies and targeted advertisement, Google, (2021)

The impact of Online Behavioral Advertising, Google, (2021)

ING Think Forward Innitiative grant, ING Netherlands, (2020)

Research consultant for eAcademy, Thuiswinkel.nl, (2020-ongoing)

Research consultant for Metropolitan Europeans in Active Network, Inducing Novelties in Governance – MEANING, *Metropolitan Area Porto Research Group*, (2017)

PUBLICATIONS

de Boer, N., **Situmeang, F.B.I.**, & Loke, R. (2023). Empowered by Innovation: Unravelling Determinants of Idea Implementation in Open Innovation Platforms. In *Advances in Advertising Research (Vol. XII) Communicating, Designing and Consuming Authenticity and Narrative* (pp. 197-211). Wiesbaden: Springer Fachmedien Wiesbaden.

Buengeler, C., **Situmeang, F.B.I.**, van Eerde, W., & Wijnberg, N. M. (2021). Fluidity in project management teams across projects. *International Journal of Project Management*, 39(3), 282-294.

Wolkenfelt, M.R.J, **Situmeang, F.B.I.**, 2020, “Effects of app pricing structures on product evaluations”, *Journal of Research in Interactive Marketing*, 14(1), 89-110.

Situmeang, F.B.I., de Boers, N., 2020, “Looking beyond the stars: A description of text mining technique to extract latent dimensions from online product reviews”, *International Journal of Market Research* 62(2): 192-215.

Situmeang, F.B.I., Chou, J., 2020, "The Predictive Power of Latent Variables: An In-Depth Analysis of Crowdfunding Project Descriptions", Academy of Management Proceedings

Situmeang, F.B.I., Napitupulu, L.A., 2019, "When Old Does Not Mean Gold: Leader Change in Sequential Innovative Projects", Academy of Management Proceedings

Rouwendaal, P., **Situmeang, F.B.I.,** 2018, "Would It Hurt to be Feminine? An Investigation of the Effects of Female Leads and Gender Specific Traits on the Enjoyment of Blockbuster Movies", Academy of Management Global Proceedings, 30

Wolkenfelt, M., **Situmeang, F.B.I.,** 2018, "The Analysis of the Consequences of Product Pricing Structures on Product Evaluations", Academy of Management Proceedings

Situmeang, F.B.I., Leenders, M.A.A.M, and Wijnberg, N.M., 2017, "The Marketing/R&D Interface and New Product Performance: The effects of Relative Influence Changes and Integration", Journal of Business and Industrial Marketing, 32(1), 179-190

Situmeang, F.B.I., Gemser, G., Leenders, M.A.A.M., and Wijnberg, N.M., 2016, "Risk-taking behavior of technology firms: The role of performance feedback in the video game industry", Technovation, 54, 22-34

Situmeang, F.B.I., Leenders, M.A.A.M, and Wijnberg, N.M., 2014, "History matters: The impact of reviews and sales of earlier versions of a product on consumer and expert reviews of new editions", European Management Journal, 32(1): 73-83.

Situmeang, F.B.I., Leenders, M.A.A.M, and Wijnberg, N.M., 2014, "The good, the bad and the variable: how evaluations of past editions influence the success of sequels", European Journal of Marketing, 48(7/8): 1466-1486.

CONFERENCE PRESENTATIONS

Academy of Management Annual Conference 2019, Boston, MA, "When Old Does Not Mean Gold: Leader Change in Sequential Innovative Projects" together with Napitupulu, L.

Data Conference 2019, Prague, "Empowered by Innovation: Unravelling Determinants of Idea Implementation in Open Innovation Platforms" together with Loke, R.

Academy of Management Annual Conference 2018, Chicago, IL, "The effects of app pricing structures on product evaluations" together with Wolkenfelt, M.

Academy of Management Specialized Conference on Big Data 2018, Surrey, UK, "There are more behind the stars: mining latent dimensions and customer perceptions of innovativeness from online review texts" together with Zhang, A.

Academy of Management Specialized Conference on Big Data 2018, Surrey, UK, "Would it hurt to be feminine? An investigation of the effects of female leads and gender specific traits on the enjoyment of blockbuster movie", together with Rouwendaal, P and Napitupulu, L.A.

Sunbelt Conference, 2018, Utrecht, Netherlands, "Collaborative network in product development", together with Napitupulu, L.A.

CBIM Conference, 2018, Madrid, Spain, "The story behind reviews: using text-mining techniques to look beyond review stars" together with de Boer, N., de Boer, D., and Loke, R.

CBIM Conference, 2018, Madrid, Spain, "Winning the heart of the customer and others will follow", together with de Boer, N., de Boer, D., and Loke, R.

Academy of Management Annual Meeting 2017, Atlanta, USA, "The grass is not always greener on the other side: An investigation on the effect of new genre exploration by movie producers", together with Lita Napitupulu

Metropolitan Europeans in Active Network, Inducing Novelty in Governance – MEANING meeting 2017, Porto, Portugal, "Using online buzz to assess the external perceptions about the entrepreneurial ecosystem of EU cities"

EURAM Annual Conference 2016, Paris, France, "Never change a winning team? Familiarity, intactness, and performance of management teams in the gaming industry", together with Claudia Buengeler, Wendelien van Eerde, and Nachoem M. Wijnberg

INGroup Annual Conference 2016, Helsinki, Finland, "Never change a winning team? Familiarity, intactness, and performance of management teams in the gaming industry", together with Claudia Buengeler, Wendelien van Eerde, and Nachoem M. Wijnberg

Arte-Polis 6, 2016, Bandung, Indonesia, "Exploring a new marketing strategy for Ulos, a traditional textile from North Sumatera", together with Ricardo Situmeang and Nancy Margried

Advanced Research in Business and Humanities, 2016, Bandung, Indonesia, "How do beauty bloggers influence the purchase behavior of their audience? Exploring the links between personality and blog preferences", together with Mariana Simanjuntak and Mai Nguyen

Advanced Research in Business and Humanities, 2016, Bandung, Indonesia, "The effect of green advertisements: Broadening the differences between self-benefit appeal versus environmental benefit appeal", together with Wiwin Banjarnahor and Lita Napitupulu

Advanced Research in Business and Humanities, 2016, Bandung, Indonesia, "The Effects of Quality and Bio Labels on the Willingness-to-pay", together with Ricardo Situmeang and Bogdan Banica

International Product Development and Management Conference 2015, Copenhagen, Denmark, "Pushing the Boundaries: Determinants of new market segment explorations in the video game industry", together with Gerda Gemser, Nachoem M. Wijnberg and Mark A.A.M. Leenders

EURAM Annual Conference 2015, Warsaw, Poland, "Never change a winning team? Familiarity, intactness, and performance of management teams in the gaming industry", together with Claudia Buengeler, Wendelien van Eerde, and Nachoem M. Wijnberg

European Group for Organizational Studies Conference 2015, Athens, Greece, "Never change a winning team? Familiarity, intactness, and performance of management teams in the gaming industry", together with Claudia Buengeler, Wendelien van Eerde, and Nachoem M. Wijnberg

Academy of Management Annual Meeting 2015, Vancouver, Canada, "Never change a winning team? Familiarity, intactness, and performance of management teams in the gaming industry", together with Claudia Buengeler, Wendelien van Eerde, and Nachoem M. Wijnberg

European Group of Organization Studies (EGOS) Annual conference 2014, Rotterdam, The Netherlands "Pushing the Boundaries: Determinants of new market segment explorations in the video game industry", together with Gerda Gemser, Nachoem M. Wijnberg and Mark A.A.M. Leenders

EURAM Annual Conference 2014, Valencia, Spain, "Pushing the Boundaries: Determinants of new market segment explorations in the video game industry", together with Gerda Gemser, Nachoem M. Wijnberg and Mark A.A.M. Leenders

PREBEM Annual conference 2013, Amsterdam, The Netherlands, “The Marketing/R&D Interface and New Product Performance: The Effects of Relative Influence Changes and Integration”, together with Nachoem M. Wijnberg and Mark A.A.M. Leenders

Global Innovation and Knowledge Academy (GIKA) Annual conference 2013, Valencia, Spain, “Pushing the Boundaries: Determinants of new market segment explorations in the video game industry”, together with Gerda Gemser, Nachoem M. Wijnberg and Mark A.A.M. Leenders

ABS Marketing Seminar Series 2012, Amsterdam, The Netherlands, “History Matters: How Past Evaluations and Sales Determines Future Product Reception”, together with Nachoem M. Wijnberg and Mark A.A.M. Leenders

EMAC Annual conference 2012, Lisbon, Portugal, “Determinants of Evaluations of Product-Upgrades: Differences between Expert-Critics and Consumers”, together with Nachoem M. Wijnberg and Mark A.A.M. Leenders

PREBEM Annual conference 2011, Rotterdam, The Netherlands, “The Effects of Present and Past Evaluations by Users and Expert Critics on the Sales of Socially and Non-Socially Consumed Sequels”, together with Nachoem M. Wijnberg and Mark A.A.M. Leenders

QUANTITATIVE RESEARCH EXPERTISE

Statistics:

R, SPSS, AMOS, Eviews, GAMS, SAS, STATA, MLWin, SmartPLS, UCINET

Computer literacy:

Programming Tools : Python, R, Java, .Net, PHP, Microsoft Office VBA Macro, Alteryx
Database : SQL Server, MySQL, PostgreSQL, Access
Visualization : Tableau

AWARDS and NOMINATIONS

2023, NWO Research Grant, Nederlands Wetenschap Agenda (Dutch Research Agenda), 2021, NL
Lessen: Low Resource Chat-based Conversational Intelligence, 1.25 million eur budget for 2 PhDs, 1 Research Engineer (Post-doc), knowledge application and dissemination.

2016, IPMA PMI Best Paper Award, EURAM Annual Conference, 2016, Paris, FRA
Paper: Never change a winning team? Familiarity, intactness, and performance of management teams in the gaming industry

2016, Nominated as The Most Inspiring Paper, EURAM Annual Conference, 2016, Paris, FRA
Paper: Never change a winning team? Familiarity, intactness, and performance of management teams in the gaming industry

2016, Nominated as The Best Paper, INGroup Annual Conference, 2016, Helsinki, FIN
Paper: Never change a winning team? Familiarity, intactness, and performance of management teams in the gaming industry

2013, Best Track Paper, PREBEM Annual Conference, 2013, Amsterdam, NL
Paper: The Marketing/R&D Interface and New Product Performance: the Effects of Relative Influence Changes and Integration