

Frederik Bungaran Ishak SITUMEANG

PERSONAL DATA

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

EDUCATION

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)

AWARDS and NOMINATIONS

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

WORKING EXPERIENCE

Year : August 2016 – Present
Name of Institution : Amsterdam University of Applied Sciences (www.hva.nl)
Job Description : Senior Lecturer and Researcher

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

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

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

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

TEACHING EXPERIENCE

Marketing and Strategy in Media and Entertainment Industries, 2016-present, Erasmus University Rotterdam
Master Thesis Supervision, Entrepreneurship and Management in the Creative Industry, 2013-present, University of Amsterdam
Master Thesis Supervision, Marketing and Digital Business, 2009-present, University of Amsterdam
Bachelor Thesis Supervision, Entrepreneurship, Strategy, or Marketing, 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
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

PUBLICATIONS

Situmeang, F.B.I., Leenders, M.A.A.M, and Wijnberg, N.M., in press, “The Marketing/R&D Interface and New Product Performance: The effects of Relative Influence Changes and Integration”, *Journal of Business and Industrial Marketing*

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*, forthcoming

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.

WORKING PAPERS

Situmeang, F.B.I., Buengeler, C., van den Eerde, W., and Wijnberg, N.M. "Never change a winning team? Familiarity, intactness, and performance of management teams in the gaming industry", first round revision at the Journal of Management

Napitupulu, L.A., **Situmeang, F.B.I.**, "The grass is not always greener on the other side: An investigation on the effect of new genre exploration by movie producers"

Situmeang, F.B.I., Zhang, A. "There are more behind the stars: mining latent dimensions and customer perceptions of innovativeness from online review texts"

Wolkenfelt, M., **Situmeang, F.B.I.**, "The effects of app pricing structures on product evaluations"

Rouwendaal, P., **Situmeang, F.B.I.**, Napitupulu L.A., "Would it hurt to be feminine? An investigation of the effects of female leads and gender specific traits on the enjoyment of blockbuster movies"

CONFERENCE PRESENTATIONS

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.

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 Novelities 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

RESEARCH ASSISTANT

Assisting in the quantitative analysis for Leenders, Mark A.A.M., Eliashberg, Jehoshua, (2011), "The Antecedents and Consequences of Restrictive Age-Based Ratings in the Global Motion Picture Industry", *International Journal of Research in Marketing*, 28(4), 267-377. Involved in the development of the quantitative analysis.

MANAGEMENT and CONSULTANCY

Member of Initiating Team for Master Digital Business Development, *Hogeschool van Amsterdam* (2016-ongoing)
Member of Initiating Team and Lecturer for Minor Digital Analytics, at the *Commerciale Economie* group, *Hogeschool van Amsterdam*, (2016-ongoing)
Research consultant for Metropolitan Europeans in Active Network, *Inducing Novelties in Governance - MEANING*, *Metropolitan Area Porto Research Group*, (2017-ongoing)
Main Initiator, Curriculum designer, Lecturer, and Researcher, in the bilateral collaboration between *Universiteit van Amsterdam* and *Institut Teknologi del* (Indonesia), (2015-ongoing)

QUANTITATIVE RESEARCH EXPERTISE

Statistics:

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

Computer literacy:

Programming Tools : Java, .Net, PHP, Microsoft Office VBA Macro
Database : SQL Server, MySQL, PostgreSQL, Access

REFEREES

Prof. dr. Nachoem M. Wijnberg

Universiteit van Amsterdam
Plantage Muidergracht 12
1018TV Amsterdam
The Netherlands
n.m.wijnberg@uva.nl
+31 (0)20 525 6106

Prof. dr. Mark A.A.M. Leenders

Royal Melbourne Institute of Technology
124 La Trobe Street
Melbourne, Victoria 3000
Australia
Mark.leenders@rmit.edu.au
+61 (0)3 9925 1582

Prof. dr. Gerda Gemser

Royal Melbourne Institute of Technology
124 La Trobe Street
Melbourne, Victoria 3000
Australia
Gerda.gemser@rmit.edu.au
+61 (0)3 9925 1121

dr. Mark van der Veen

Universiteit van Amsterdam
Plantage Muidergracht 12
1018TV Amsterdam
The Netherlands
m.l.vanderVeen@uva.nl
+31 (0)20 525 4362