

Dr. Marlene Vock

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Academic experience

Since 2011	Assistant Professor of Marketing (tenured since 2014) University of Amsterdam Business School, The Netherlands Marketing Section (until 2019: International Strategy & Marketing section)
2013 & 2014	Visiting Scholar Leeds School of Business, University of Colorado Boulder, USA
2007 – 2011	PhD candidate marketing University of Amsterdam Business School, The Netherlands International Strategy & Marketing section
2003 - 2004	Research assistant Vienna University of Economics & Business Administration, Austria Institute of Social Politics (Prof. dr. August Österle)

Non-academic employment

2006 – 2007	Marketing, cosmetics company, the Netherlands
2006	Marketing & Quality, elderly care, the Netherlands

University Education

2007 – 2011	University of Amsterdam Business School/ Netherlands , PhD Supervisor: Prof. Ans Kolk, Co-supervisor: Prof. Willemijn van Dolen PhD committee: Professors Louise Fresco, Deanne Den Hartog, Adam Lindgreen, Ko de Ruyter, Jozef Tettero, Rob van Tulder
1999 – 2005	Vienna University of Economics and Business Administration/ Austria <i>Mag. rer. soc. oec., Master in Commerce</i> Specialization: Marketing und Social Politics
2003 – 2004	University of Antwerp/ Belgium (exchange program) Faculty of Applied Economics

Academic Publications

Stofberg, N., Bridoux, F., Ciulli, F., Pisani, N., Kolk, A., & Vock, M. (2019). A relational-models view to explain peer-to-peer sharing. *Journal of Management Studies*.

Kolk, A., Vock, M., & Dolen, W. (2016). Microfoundations of partnerships: Exploring the role of employees in trickle effects. *Journal of Business Ethics*, 135(1), 19-34.

Vock, M., Van Dolen, W.M., and Kolk, A. (2014), 'Micro-Level Interactions in Business-Nonprofit Partnerships', *Business & Society*, 53(4), 517-550.

Vock, M., Van Dolen, W.M., and de Ruyter, K. (2013), 'Understanding Willingness to Pay for Social Network Sites', *Journal of Service Research*, 16(3), 311-325, Special Issue on IT Related Service.

Vock, M., Van Dolen, W.M., and Kolk, A., (2013), 'Changing behaviour through business-nonprofit collaboration? Consumer responses to social alliances', *European Journal of Marketing*, 47(9).

Vock, M. (2011). Social Interactions for Economic Value? A Marketing Perspective. Enschede: Ipskamp (PhD Dissertation). ISBN: 978-94-6191-087-5

Kolk, A., van Dolen, W.M., and Vock, M., (2010), 'Trickle Effects of Cross-Sector Social Partnerships', *Journal of Business Ethics*, 94 (Supplement 1), 123-137.

Vock, M. (2010), Book review of M.M. Seitanidi, The Politics of Partnerships. A Critical Examination of Nonprofit-Business Partnerships. *Journal of Business Ethics*, 94 (Supplement 1), 219-222.

Work in progress

When Buffers Backfire: Corporate Social Responsibility Reputation and Consumer Response to Corporate Ethical Transgressions, with A. Ward & M. Campbell

Consumer Perceptions of Corporate Social Responsibility Efforts by Luxury versus Mass-market Brands

Service Employee Responses to AI-powered Deception Detection, with Weihrauch, A. ; van Dolen, W. & Siegel, J.

Service Employee Responses to Managing Simultaneous Service Encounters, with Siegel, J. & van Dolen, W.

The Influence of Stakeholder Orientation on Firms' Attractiveness to Stakeholders, with Quintelier, K. & Stoelhorst, J.W.

Contributions to academic conferences and seminars

- 2020 Exploring the effects from managing simultaneous service encounters on service provider satisfaction – accepted for **16th International Research Conference in Service Management**, LaLonde, June 2020. Siegel, J., van Dolen, W., Vock, M.
- 2019 Empowering Service Employees to Manage Deceptive Consumer Behavior. – presented at **QUIS16, International Research Symposium on Advancing Service Research and Practice**, June 2019 , Karlstad, Sweden. Siegel, J., van Dolen, W., Vock, M., Kanoulas, E. & Efthymiou, A.
- 2018 When Buffers Backfire: Corporate Social Responsibility Reputation and Consumer Response to Corporate Ethical Transgressions. – presented at the 2018 **ACR Conference**, Dallas, U.S. (the paper was part of a special session entitled "Inherently Moral or Immoral: New Perspectives on the Complex Interplay between Branding and Morality"), 11-14 October 2018.
- 2018 Building Corporate Social Responsibility reputations – a buffer or a liability when facing corporate ethical transgressions? – presented at the 2018 **European Marketing Academy Conference**, May/June 2018.
- 2018 Building Corporate Social Responsibility reputations – a buffer or a liability when facing corporate ethical transgressions? – presented at the 2018 **European ACR Conference**, June 2018.
- 2017 Sharing for Hire: Will Monetizing Business Models Hurt the Attractiveness of the Sharing Economy? Nicole Stofberg, Flore Bridoux, Ans Kolk, Marlene Vock, & Pieter Van De Glind, Paper published in the **Academy of Management Proceedings** 2017:1, 11170; doi:10.5465/AMBPP.2017.11170

- 2017 Securing the future of the sharing economy by building relational value, Nicole Stofberg, Flore Bridoux, Ans Kolk & Marlene Vock, & Pieter van de Glind, presented at **Strategic Management Society's Annual Conference**, Houston, Texas, US, 28-31 October.
- 2016 Building Favorable Corporate Social Responsibility (CSR) reputations – a buffer or a liability when facing corporate ethical transgressions?, M.Vock & A.F. Ward, accepted for presentation at the **European Marketing Academy Conference**, Oslo, Norway, May 24-27.
- 2016 Consumer responses to corporate ethical transgressions – does the valence and domain of pre-existing corporate social responsibility reputations matter?, M. Vock & A.F. Ward, accepted for poster presentation at the **AMA 2016 Winter Marketing Educators Conference**, Las Vegas, USA, February 26-28.
- 2016 'Win-win' or 'No Pain, No Gain'? : The Influence of Stakeholder Orientations on Stakeholder Cooperation, K. Quintelier, J.W. Stoelhorst, & M. Vock
 - **Strategic Management Annual Conference**, Berlin, Germany, September
 - Paper accepted for the **Society for Business Ethics (SBE)**, August
Paper awarded with the SBE Founders' Award
 - Paper presented at the **6th CSR seminar, IECEG School of Management**, Paris, June
 - Paper presented at the **UvA – VU ASSSB meeting**, April 2016
 - Paper presented at the **ISM seminar series, Amsterdam Business School**, March
- 2016 Exploring Business Models in the Sharing Economy: The Role of Individual Motivations and Platform Characteristics, N. Stofberg, M. Vock, A. Kolk, P.v. d. Glind
 - **Strategic Management Annual Conference** in Berlin, Germany, September.
Paper nominated for the Best Conference Paper Award
 - **3rd International Workshop on the Sharing Economy** Winchester, United Kingdom, September
- 2013 Consumer Responses to Social Alliances, presented during a research seminar, **Leeds School of Business**, University of Colorado at Boulder, USA, June
- 2012 Members' willingness to invest in niche social network sites, co-authored by W.M. van Dolen and K. de Ruyter, presented at the **European Marketing Academy Conference**, Lisbon, Portugal, May
- 2010 Micro—Level Effects of Business-Nonprofit Partnerships, invited presentation, **Partnerships Resource Centre**, Erasmus University, Rotterdam, Netherlands
- 2010 Micro-Level Interactions in Business-Nonprofit Partnerships, co-authored by W.M. van Dolen and A. Kolk, presented at the **Academy of Management Conference**, Montreal, Canada, August
- 2010 Social Alliances: The Role of Consumer Self-Interest, co-authored by W.M. van Dolen and A. Kolk, presented at the **European Marketing Academy Conference**, Copenhagen, Denmark, June
- 2010 When and Why Social Value Orientations Influence Consumer Responses to Social Alliances, co-authored by W.M. van Dolen and A. Kolk, presented at the **Prebem PhD Conference on Business Economics and Management**, Breukelen, The Netherlands
- 2009 Contingent Factors in Consumers' Responses to Social Alliances [in collaboration with W.M. van Dolen and A. Kolk], presented at the 22nd **European Marketing Academy Conference** Doctoral Colloquium, Nantes, France, May 24-26
- 2008 Consumer evaluations of company-cause fit in social alliances, co-authored by W.M. van Dolen and A. Kolk, presented at **European Marketing Academy Conference**, University of Brighton, U.K., 27-30 May
- 2008 Consumer evaluations of company-cause fit in social alliances, co-authored by W.M. van Dolen and A. Kolk, presented during the **ABS PhD seminar series**, Universiteit van Amsterdam Business School, The Netherlands, June

Review activities

Journal of Service Research; Journal of Interactive Marketing; European Journal of Marketing; Journal of Macro Marketing ; Journal of Business Ethics; Business & Society; Journal of Strategy & Management; 2016 Association of Consumer Research Conference; 2013 AMA Winter; Conference; 2011 AMS World Marketing Congress; 2008 European Marketing Academy Conference

Outreach

- Invited contribution for De Oplossers (<https://www.deoplossers.nl/>). Topic : ‘Energiebesparing door bedrijven: 8 topideeën uit wetenschap en praktijk’, May 2018. Link report: https://issuu.com/tertiuum/amsterdam/docs/de_oplossers_energiebesparing_ezine.
- Invited guest lecture on business-nonprofit collaboration, BA program International Studies, Leiden University, Campus Den Haag. February 2016.

Nominations, scholarships and funding

- 2014 Academic visit USA co-funded by University of Amsterdam Business School
- 2011 Paper/research project ‘Microfoundations of partnerships: exploring the role of employees in trickle effects’, funded by the Partnerships Resource Centre
- 2010 Bursary for the nomination for the Best Paper Award based on a Doctoral Dissertation by the European Marketing Academy Conference, Denmark

Teaching *(Courses taught in English and Dutch at the University of Amsterdam Business School)*

- 2019/2020 **MSc course Sustainable & Ethical Marketing** (Business lab with ‘Deedmob’)
- 2012 – 2015
& 2017-2020
2017/2018 **BSc course Marketing**
Lecturer of lectures and tutorials, course coordinator
- 2017/2018 **MSc course Theories of Marketing**
Lecturer of plenary lectures
- 2011 – 2017 **MSc course Consumer Behavior**
Lecturer of lectures and tutorials,
regular MSc, MBA & Executive Program (EPMS)
- 2010 – 2012 **MSc course Strategic Management & Marketing**
Part-time executive program Business Studies
Lecturer of marketing classes and course coordinator
- 2009 – 2014 **BSc course Marketing & Strategy**
Lecturer of tutorials
- 2008 - 2010 **BSc course Project 2: Empirical Research in Sustainable Management 4**
Course coordinator and lecturer of academic writing and research skills
- 2008 - 2009 **BSc course Fundamentals of Marketing**
Lecturer
- 2008 – 2020 **Thesis Supervision** (numerous BSc and MSc theses)

Teaching training modules

- 2014 University teaching qualification (BKO) certificate awarded - proof of didactic competence for lecturers in academic education
- 2012 Workshops ‘Assessing students’ and ‘Coaching & supervising students’
Centrum voor Nascholing Amsterdam (NL), May 2012
- 2007 Workshop ‘Teaching and Designing your teaching’ (3 days)
Centrum voor Nascholing Amsterdam (NL)

Coordination/management

- Since 2018 Co-supervisor PhD project by Joshua Siegel (first supervisor: W. van Dolen)
- 2015-2018 Member of the works council FEB
- 2012-2015/
2011 & 2012 Coordinator of the BSc course Marketing (ca. 880 students in 2019/2020)
Coordinator of the MSc course *Strategic Management & Marketing* Part-time executive program Business Studies
- 2010 Coordinator BA course *Project 2: Empirical Research in Sustainable Management*.
- 2008 – 2009 Committee member of the Amsterdam Business School, Research in Progress’ Seminar Series