

Curriculum Vitae Hilde Voorveld

Personal information

Hilde A.M. Voorveld
Amsterdam School of Communication Research ASCoR
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Date of Birth: 18-03-1984

Employment

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|-------------------|--|
| Feb 2010- present | Senior Assistant Professor (UD1) in Persuasive Communication.
Amsterdam School of Communication Research ASCoR, Department
of Communication, University of Amsterdam |
| Jan 2007-Jan 2010 | PhD. candidate and lecturer from 01-01-2007 to 01-02-2010. ASCoR,
University of Amsterdam. |
| 2006 | Internship at strategy department of advertising agency FHV BBDO. |

Education

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| June 2010 | Ph.D., Cum Laude (With Honors, highest distinction in the
Netherlands)
Faculty of Social and Behavioural Sciences, University of Amsterdam.
Dissertation title: " <i>Websites in Brand Communication: Interactivity and
Cross-Media Effects</i> ".
Promotor: Peter Neijens, co-promotor: Edith Smit. |
| 2007-2009 | Basic Teaching Qualification (BKO), Qualification to teach at Dutch
Universities. |
| 2005-2006 | Master Communication Science, Cum Laude (With Honors, highest
distinction in the Netherlands), Specialisation: Marketing
Communication, University of Twente.
Master thesis title: <i>Creativity in advertising. Examining the role of need
for closure, cognitive load and brand personality on persuasiveness of
creative ads.</i> |
| 2002-2005 | Bachelor Toegepaste Communicatie Wetenschap, University of Twente |
| 1996-2002 | VWO C.S.G. Reggesteyn, Nijverdal |

Grants and Research Proposals

2013 Research Fellowship Award. American Academy of Advertising. Grant for data collection in a project on media multitasking and advertising effects.

2013 NWO Research Talent proposal to fund PhD position evaluated as “good” In spite of high ranking, no grant was awarded due to limited financial resources

2012 Veni proposal evaluated as “very good”. In spite of high ranking, no grant was awarded due to limited financial resources

2011 Veni proposal evaluated as eligible for funding (subsidiabel) in the final phase (domain phase Alpha/Gamma). In spite of high ranking, no grant was awarded due to limited financial resources

Research Grant of \$10,500 for data collection in the project “A 360° View of Multimedia and Multichannel Consumer Behavior” Principal investigator. 2010, Marketing Science Institute, Cambridge, MA

Awards

Jonge Haan 2014 (Young Cock 2014). Young talent award from the Genootschap voor Reclame (Society for Advertising) for a person (< 30 years) who brings innovative ideas to the advertising and marketing communication industry.

Top paper nomination (top 5) for best article of the year award, Journal of Advertising, 2012.

Top paper nomination (top 5). International Conference on Research in Advertising 2011, European Advertising academy

Outstanding Paper Award 2010. Best article of the year published in Internet Research, entitled: “Consumers' responses to brand websites: An interdisciplinary review”

Top paper award. International Conference on Research in Advertising 2009, European Advertising Academy

Publications

Voorveld, H. A. M., Segijn, C. M., Ketelaar, P. & Smit, E.G. (in press). The prevalence and predictors of media multitasking across countries. *International Journal of Communication*

Vandeberg, L., Murre, J. M. J., **Voorveld, H. A. M.** ,& Smit, E. G. (in press). The effects of cross-media advertising on explicit and implicit memory and brand choice. *International Journal of Advertising*.

Viswanathan, V. & **Voorveld, H. A. M.** (in press). Media Multitasking With Television News: The Interaction of Content and Audience Factors. In: *EAA Advances in Advertising Research Vol. V: Extending the Boundaries of Advertising*

Voorveld, H. A. M. & Van Noort, G. (in press). Synergy with social media. *Journal of Creative Communications* (special issue on social media).

Fakkert, M.S., **Voorveld, H.A.M.**, & Van Reijmersdal (in press). Brand placements in fashion TV series. In: *EAA Advances in Advertising Research (Vol. V: Extending the Boundaries of Advertising)*

Voorveld, H. A.M., & Viswanathan, V. (2014). An Observational Study on How Situational Factors Influence Media Multitasking With TV: The Role of Genres, Dayparts, and Social Viewing. *Media Psychology*, (ahead-of-print), 1-28.

Smit, E. G. Van Noort, G., & **Voorveld, H. A. M.** (2014). Coping with Cookies: A study into Online Behavioural Advertising amongst Privacy Concerned Groups. *Computers in Human Behavior*, 32, 15-22, doi:: 10.1016/j.chb.2013.11.008

Voorveld, H. A. M., Smit, E. G., Neijens, P. C., Segijn, C. & Bronner, A.E. (2014), Are online buyers driven by offline search? The role of online & offline media in the purchase process of different types of products (Abstract). In Huh, J. (ed.), *The Proceedings of the 2014 Conference of the American Academy of Advertising*. ISBN 978-0-931030-48-2, p. 68.

Smit, E. G., Van de Giessen, W., Vandeberg, L., & **Voorveld, H. A. M.** (2014), Advertising Effects in a media multitasking environment (Abstract). In Huh, J. (ed.), *The Proceedings of the 2014 Conference of the American Academy of Advertising*. ISBN 978-0-931030-48-2, p. 57.

Voorveld, H. A. M., Van der Goot, M. (2013). Media multitasking across age groups: A diary study. *Journal of Broadcasting & Electronic Media*. 57(3), 392- 408. doi: 10.1080/08838151.2013.816709

Voorveld, H. A. M., Van Noort, G. & Duijn, M. (2013). Building brands with interactivity. The role of prior brand usage in the relation between perceived website interactivity and brand responses. *Journal of Brand Management*, 20(7), 608-622. doi:10.1057/bm.2013.3

Voorveld, H. A. M., Neijens, P. C., Smit, E. G. Bronner, A. E. (2013). Developing an Instrument to Measure Consumers' Multimedia Usage in the Purchase Process. *International Journal on Media Management*, 15 (1) 43-65. doi: 10.1080/14241277.2012.756815

Voorveld, H. A. M., Valkenburg, S. M. (2013) Cross-Media Synergy: Exploring the Role of the Integration of Ads in Cross-Media Campaigns. In S. Rosengren, & M. Dahlen, *EAA Advances in Advertising Research (Vol. IV The Changing Roles of Advertising): Cutting Edge International Research*. Gabler Verlag, 187-200.

Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2013). Brand promotion in an age of convergence: Cross media advertising. In Diehl, S. & Karmasin, M. (eds). *Media and Convergence Management*. Springer Texts in Business and Economics.

Van Noort, G. Smit, E. G. & **Voorveld, H. A. M.** (2013). The Online Behavioural Advertising Icon: Two User Studies. In S. Rosengren, & M. Dahlen, *EAA Advances in Advertising Research (Vol. IV The Changing Roles of Advertising): Cutting Edge International Research*. Gabler Verlag, 365- 378

Voorveld, H.A.M. (2013). Cross Tools and Cross Media Effects. In P. Moy (ed.), Oxford Bibliographies in Communication. New York: Oxford University Press. doi: 10.1093/OBO/9780199756841-0125

Smit, E. G., Van Noort, G., & **Voorveld, H. A. M.** (2013). How privacy concerned groups cope with online behavioral advertising (Extended Abstract). In Chu, S-C. The Proceedings of the 2013 Global Conference of the American Academy of Advertising, ISBN 978-0-931030-46-8

Van Noort, G., & **Voorveld, H. A. M.**, & Van Reijmersdal E.A. (2012) Interactivity in brand websites: Affective and cognitive effects explained by consumers' online flow experience. *Journal of Interactive Marketing*, 26, 223-234. doi 10.1016/j.intmar.2011.11.002

Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2012). The interacting role of media sequence and product involvement in cross-media campaigns. *Journal of Marketing Communications*, 18 (3), 203-216. <http://dx.doi.org/10.1080/13527266.2011.567457>

Voorveld, H. A. M., Van Noort, G., & Duijn, M. (2012). Moderating influences on interactivity effects. In: T. Langner & M. Eisend (eds.) *EAA Advances in Advertising Research (Vol. 3): Cutting Edge International Research*. Gabler Verlag. pp.163- 176

Voorveld, H.A.M., Smit, E.G., Neijens, P.C., & Bronner, A.E. (2012). Media guiding consumers across different stages of the purchase process (Extended abstract). In Morrison, M. (ed.), *The Proceedings of the 2012 Conference of the American Academy of Advertising*. ISBN: 978-0-931030-43-7, p 30-31.

Voorveld, H.A.M., Smit, E.G., Neijens, P.C., & Bronner, A.E. (2012). Media guiding consumers across different stages of the purchase process (Abstract). In L. Robinson (ed.), *Proceedings of the Annual Conference of the Academy of Marketing Science*. ISBN 0-939783-39-8, p 90.

Voorveld, H. A. M. (2011). Media multitasking and the effectiveness of combining online and radio advertising. *Computers in Human Behavior*, 27(November), 2200-2206. doi: 10.1016/j.chb.2011.06.016

Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2011). The relation between actual and perceived interactivity. What makes the websites of top global brands truly interactive? *Journal of Advertising*, 40(2), 77-92. doi: 10.2753/JOA0091-3367400206

Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2011). Opening the black box: Understanding cross-media effects. *Journal of Marketing Communications*, 17(2), 69-85. doi: 10.1080/13527260903160460

Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2011). De relatie tussen objectieve en gepercipieerde interactiviteit van websites. [The relation between actual and perceived interactivity of websites]. *Tijdschrift voor Communicatiewetenschap*, 39(1), 4-20.

Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2011). De effectiviteit van crossmediacampagnes (The effectiveness of cross-media campaigns). In A. E. Bronner, P.

Dekker, E. De Leeuw, L. J. Paas, K. De Ruyter, A. Smidts & J. W. Wieringa (Eds.), *Ontwikkelingen in het Marktonderzoek*. (pp 63-79). Haarlem: Markt Onderzoek Associatie, Spaar en Hout.

Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2010). The interactive authority of brand web sites: A new tool provides new insights. *Journal of Advertising Research*, 50(3), 292-304.

Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2010). Development of a coding instrument to measure interactivity of websites. *Advances in Consumer Research*, Vol. 37, 696.

Voorveld, H. A. M. (2010). *Websites in Brand Communication: Interactivity and Cross-Media Effects*. Doctoral dissertation. University of Amsterdam, Amsterdam

Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2010). The perceived interactivity of top global brand websites and its determinants. In: Ralf Terlutter, Sandra Diehl, Shintaro Okazaki (eds.) *EAA Advances in Advertising Research (Vol. 1): Cutting Edge International Research*. (pp 217-233). Gabler Verlag.

* **Voorveld, H. A. M.**, Neijens, P. C., & Smit, E. G. (2009). Consumers' responses to brand websites: An interdisciplinary review. *Internet Research*, 19(5), 335-365.

Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2009). Brand website studies: An integrated literature review. In: P. de Pelsmacker, & N. Dens (eds.). *Research in Advertising: Message, Medium, and Context* (pp201-211). Antwerpen: Garant.

* = Outstanding Paper Award 2010. Best article of the year published in Internet Research

Manuscripts in progress

Voorveld, H. A. M. & Valkenburg, S. M. The Fit Factor: The Role of Fit between Ads in Understanding Cross-Media Synergy. Revised & Resubmitted second round

Voorveld, H. A. M., Neijens, P. C., Smit, E.G. & Bronner, A. E. How online and offline buyers search information throughout the purchase process. Manuscript in progress to be submitted

Smit, E. G., Van de Giessen, W. Vandeberg, L. & **Voorveld, H. A. M.** "Background Noise" A study on the processing of congruent versus incongruent radio commercials while media multitasking. Revise & Resubmit

Voorveld, H.A.M., Fakkert, M.S., & Van Reijmersdal. Brand placement in fashion series. The influence of viewing frequency and motivation on copy-cat behaviour and purchase intention. Manuscript under review

Van Noort, G. **Voorveld, H. A. M.**, & Smit, E. G. Effects of Disclosing Online Behavioural Advertising. Manuscript in progress to be submitted

Presentations at academic conferences

Wottrich, V. & **Voorveld, H. A. M.** (2014, June). *Advertisers go creative! The effect of creative media choice on consumers' word-of-mouth and purchase intention*. Paper presented at the International Conference on Research in Advertising, European Advertising Academy, Amsterdam.

Voorveld, H. A. M., Segijn, C. M., Ketelaar, P. & Smit, E.G. (2014, May). *Media Multitasking Across Countries*. Paper presented at the Annual Conference of the International Communication Association, Seattle.

Voorveld, H. A. M., Smit, E. G., Neijens, P. C., Segijn, C. & Bronner, A.E. (2014, March), *Are online buyers driven by offline search? The role of online & offline media in the purchase process of different types of products*. Paper presented at the Conference of the American Academy of Advertising. Atlanta

Smit, E. G., Van de Giessen, W., Vandeberg, L., & **Voorveld, H. A. M.** (2014, March), *Advertising Effects in a media multitasking environment*. Paper presented at the Conference of the American Academy of Advertising. Atlanta

Vandeberg, L. Murre, J. **Voorveld, H. A. M.**, & Smit, E. G. (2014, February). *Effects of cross-media advertising: Explicit versus implicit measures*. Paper presented at the annual convention of the Netherlands School of Communication Research, Wageningen.

Voorveld, H. A. M., Segijn, C. M., Ketelaar, P. & Smit, E.G. (2014, February). *Investigating the prevalence and predictors of media multitasking across countries*. Paper presented at the annual convention of the Netherlands School of Communication Research, Wageningen.

Vandeberg, L. Murre, J. **Voorveld, H. A. M.**, & Smit, E. G. (2013, December). *Explicit and implicit brand memory and evaluation in cross-media advertising*. Paper presented at Winter conference of Dutch Psychonomic Society, Egmond aan Zee.

Voorveld, H. A. M., & Viswanathan, V. (2013, June). *Observing how people multitask when watching different television genres*. Paper presented at the International Conference on Research in Advertising, European Advertising Academy, Zagreb.

Vandeberg, L. Murre, J. Voorveld, H. A. M., & Smit, E. G. (2013, June). *The effects of cross-media advertising on conscious and unconscious memory and brand choice*. Paper presented at the International Conference on Research in Advertising, European Advertising Academy, Zagreb.

Voorveld, H. A. M., Fakkert, M-S., & Van Reijmersdal E. A. (2013, June). *How materialistic women's copy-cat behavior is influenced by viewing fashion TV series*. Paper presented at the International Conference on Research in Advertising, European Advertising Academy, Zagreb.

Smit, E. G., Van Noort, G., & **Voorveld, H. A. M.** (2013, May). *How privacy concerned groups cope with online behavioral advertising*. Paper presented at the Global Conference of the American Academy of Advertising, Honolulu.

Van de Giessen, W., Smit, E. G., & **Voorveld, H. A. M.** (2013, February). *"Background Noise". A study on the processing of radio advertising while media multitasking.* Paper presented at the annual convention of the Netherlands School of Communication Research, Rotterdam.

Van Noort, G. , Smit, E. G., & **Voorveld, H. A. M.** (2013, February). *Disclosing online behavioral advertising: effects of the cookie-icon.* Paper presented at the annual convention of the Netherlands School of Communication Research, Rotterdam.

Smit, E.G. & **Voorveld, H. A. M.** Van Noort, G., (2013, February). *Online behavioural advertising: do we know how to cope?* Paper presented at the annual convention of the Netherlands School of Communication Research, Rotterdam.

Smit, E.G. & **Voorveld, H. A. M.** Van Noort, G., & Roosendaal, A. (2012, October) *Online Behavioural Advertising: Do We Know How to Cope?* Paper presented at Amsterdam Privacy Conference, Amsterdam

Van Noort, G., Smit, E.G., Van Doodewaard, J. Van Tijn, S. & **Voorveld, H.A.M.** (2012, October). *Fortune Cookies? The Effectiveness of the 'Cookie-Icon' as a Warning for Behavioural Advertising.* Paper presented at Amsterdam Privacy Conference, Amsterdam

Voorveld, H. A. M. & Valkenburg, S. M. (2012, June). *The Fit Factor: The Role of Fit between Ads in Understanding Cross-Media Synergy.* Paper presented at the International Conference on Research in Advertising, European Advertising Academy, Stockholm.

Voorveld, H. A. M., Bronner, A.E., Neijens, P. C. & Smit, E. G (2012, June). *A new instrument to measure crossmedia consumer behavior in the purchase process.* Paper presented at the International Conference on Research in Advertising, European Advertising Academy, Stockholm.

Van Noort, G., Smit, E.G. & **Voorveld, H. A. M.** *Effects of disclosing online behavioral advertising.* Paper presented at the International Conference on Research in Advertising, European Advertising Academy, Stockholm.

Voorveld, H. A. M., Bronner, A.E., Neijens, P. C. & Smit, E. G. (2012, May). *Media guiding consumers across different stages of the purchase process.* Paper presented at the Conference of the Academy of Marketing Science AMS, New Orleans.

Voorveld, H. A. M., Bronner, A.E., Neijens, P. C. & Smit, E. G. (2012, March). *Media guiding consumers across different stages of the purchase process.* Paper presented at the Conference of the American Academy of Advertising, Myrtle Beach, SC.

Voorveld, H. A. M. & Van der Goot, M. (2012, February). *Media multitasking across age groups.* Paper presented at the annual convention of the Netherlands School of Communication Research, Leuven.

Voorveld, H. A. M., Van Noort, G. & Duijn, M. (2011, June). *Building brands with interactive websites? The influence of perceived interactivity and prior brand experience on brand relationship and brand image.* Paper presented at the International Conference on Research in Advertising, European Advertising Academy, Berlin

Van Noort, G., & **Voorveld, H. A. M.**, (2011, June). *Social media in multimedia campaigns: Examining the effect on perceived persuasive intent, brand and campaign responses*. Paper presented at the International Conference on Research in Advertising, European Advertising Academy, Berlin

Voorveld, H. A. M. (2011, May). *The effectiveness of cross-media advertising during simultaneous media exposure: Combining online and radio advertisements*. Paper presented at the 61th Annual Conference of the International Communication Association, Boston.

Voorveld, H. A. M. & Van Steenbergen, N. (2011, February). *The effectiveness of cross-media advertising under simultaneous media exposure*. Paper presented at the annual convention of the Netherlands School of Communication Research, Enschede.

Voorveld, H. A. M., Neijens, P. C., & Smit, E. G (2010, June). *The role of media sequence and involvement in cross-media campaigns*. Paper presented at the 60th Annual Conference of the International Communication Association, Singapore.

Voorveld, H. A. M., Neijens, P. C., & Smit, E. G (2010, June). *Exploring the link between objectively and subjectively assessed interactivity on global brand websites* . Paper presented at the 60th Annual Conference of the International Communication Association, Singapore.

Van Noort, G., & **Voorveld, H. A. M.**, & Van Reijmersdal E.A (2010, June). *Website interactivity effects explained by consumers' online flow experience*. Paper presented at the 60th Annual Conference of the International Communication Association, Singapore.

Van Noort, G., & **Voorveld, H. A. M.**, & Van Reijmersdal E.A (2010, June). *Understanding website interactivity effects*. Paper presented at the EMAC Conference, Copenhagen (Denmark).

Voorveld, H. A. M., Neijens, P. C., & Smit, E. G (2010, February). *Measuring interactivity of global brand websites*. Paper presented at the annual convention of the Netherlands School of Communication Research, Gent (Belgium).

Van Noort, G. & **Voorveld, H. A. M.** (2010, February). *An online flow perspective on consumers responses to website interactivity*. Paper presented at the annual convention of the Netherlands School of Communication Research, Gent (Belgium).

Voorveld, H. A. M., Neijens, P. C., & Smit, E.(2010, February). *Exploring the link between objectively assessed interactivity and interactivity perceptions*. Paper presented at the doctoral symposium New Media Studies. Organised by Research Group for Media & ICT, University of Gent & Interdisciplinary Institute for Broadband Technology

Voorveld, H. A. M., Neijens, P. C., & Smit, E. G (2009, October). *Development of a coding instrument to measure interactivity of websites*. Paper presented at the North American Conference of the Association for Consumer Research, Pittsburgh, PA.

* **Voorveld, H. A. M.**, Neijens, P. C., & Smit, E. G (2009, June). *Exploring the relationship between actual and perceived interactivity*. Paper presented at the International Conference on Research in Advertising, European Advertising Academy, Klagenfurt.

Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2009, February). *How consumers respond to brand websites. An overview of ten years of research.* Paper presented at the annual convention of the Netherlands School of Communication Research, Nijmegen.

Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2008, November). *Consumers' responses to brand websites: An interdisciplinary review of ten years of research.* Paper presented at the Winter School of Media and Behavior, Behavioural Science Institute, Radboud University Nijmegen, Bergen.

Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2008, June). *Modeling effects of brand websites.* Paper presented at the International Conference on Research in Advertising, European Advertising Academy, Antwerp.

Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2008, May). *The interaction of websites and TV commercials in advertising campaigns.* Paper presented at the 58th Annual Conference of the International Communication Association, Montreal.

Voorveld, H. A. M., Neijens, P. C. & Smit, E. G. (2008, February). *The interaction between TV commercials and websites.* Paper presented at the annual convention of the Netherlands School of Communication Research, Amsterdam.

Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2007, June). *The interaction of websites and TV commercials in campaigns.* Paper presented at the International Conference on research in Advertising (ICORIA), European Advertising Academy, Lisbon .

Voorveld, H. A. M. (2007, February). *The persuasiveness of creativity in advertising.* Paper presented at the annual convention of the Netherlands School of Communication Research, Antwerp (Belgium).

Galetzka, M. & **Voorveld, H. A. M.** (2005, November). *A comparison of different methods for measuring brand image.* Paper presented at the annual convention of the Netherlands School of Communication Research, Amsterdam.

* = Top paper award

Invited lectures

Voorveld, H. A. M. (2014, June). *How to manage your supervisors.* Talk at the doctoral symposium of the International Conference on Research in Advertising, European Advertising Academy, Amsterdam

Voorveld, H. A. M. (2012, January). Crossmedia synergie. Invited lecture held at Post-HBO customer media.

Voorveld, H.A.M. (2011, September). Media multitasking en de effectiviteit van cross-media campagnes. Invited talk at a symposium of SWOCC (Foundation for fundamental research on commercial communication).

Voorveld, H. A. M. (2010, February). *Websites in brand communication: Interactivity and cross-media effects*. Invited talk at UX University, a group of practitioners working in the field of internet and marketing.

Teaching experience

Coordinator and lecturer of the master seminar Media Strategies in Persuasive Communication (2010 -2014)

Workshop on writing research proposals for prospective PhD students (2012 & 2013)

Supervision of 54 Master theses (2007- 2014)

Development of the Master seminar on Media Strategies in Persuasive Communication (2010)

Bachelor seminar Media Planning (2010)

Bachelor seminar Internal and External Communication (2008 & 2009)

Supervision of Internships (2007- 2011)

Courses taken

Workshop on giving feedback on written assignments (2011)

Fundamentals in media policy (2009)

Structural equation modelling (2008)

Mediation workshop by Andrew Hayes (2008)

Content analysis (2008)

Fundamentals in persuasive communication (2008)

English academic writing (2007)

Hurdling the review process (2007)

Storytelling University of Twente (2009)

Longitudinal data analysis for social science researchers, University of Stirling, UK (2008)

Basic Teaching Qualification UvA-lecturer (2007)

Write it right, NWO Talent Class (2007)

English Fluency C1, The Language Academy, Universiteit van Amsterdam (2007)

NIMA Marketing A (2006)

Academic activities

Information manager in the board of the European Advertising Academy (2014-present)

Program Group delegate ethical review of employee research Communication Science Persuasive Communication (May - October 2014)

Member of the organizing committee. International Conference on Research in Advertising, & Chair of Doctoral Colloquium, June 26-28, 2014 Amsterdam.

Convener PhD club (2013- present)

Member of the Genootschap voor Reclame (Society for Advertising), (2014-present)

Member of the organizing committee, responsible for paper review of the International Conference on Research in Advertising (ICORIA) 2009 Klagenfurt, 2011 Berlin, 2012 Stockholm & 2013 Zagreb, organized by the European Advertising Academy.

Reviewer for Journal of Marketing Communications, Journal of Advertising, Journal of Promotion Management, Internet Research, New Media & Society.

Reviewer for the conferences of the International Communication Association (ICA) and the European Advertising Academy (ICORIA).

Writing of research reports for six large consumer brands that allowed me to place a link to my questionnaires on their websites.