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University of Amsterdam
Amsterdam Business School
Plantage Muidergracht 12
1018TV Amsterdam

Academic employment

- 2015 – Present** **Assistant Professor**
Co-director Joint Master Entrepreneurship
Coordinator Minor Entrepreneurship
University of Amsterdam, Amsterdam Business School
Department Entrepreneurship and Innovation
- 2011 – 2015** **PhD candidate**
University of Amsterdam, Amsterdam Business School
Department Entrepreneurship and Innovation
Supervisor Prof. Mr. Dr. Nachoem M. Wijnberg (Amsterdam Business School)
Co-supervisor Prof. Dr. Gerda Gemser (RMIT)
PhD research is part of CRISP (Creative Industry Scientific Programme)

Teaching

- 2011 – Present** **Amsterdam Business School**
- Cultural Entrepreneurship and Innovation, MSc course
 - The Startup Project, MSc course
 - Entrepreneurship in Practice, BSc course
 - Cases in Entrepreneurship, BSc course
 - Startup Psychology, BSc course
 - Bachelor and master thesis supervision

Non-academic employment

- 2016 – Present** **Founder**
Startup and Running | The Student Startup Platform
<http://www.startupandrunning.nl>
- 2015 – 2017** **Co-founder**
Alleeup | Curated webshop
- 2013 – 2015** **Co-founder**
Veylinx | Market research tool
- Veylinx is an innovative research tool based on real auctions. Companies can conduct experiments to test product positioning and find their preferred target group. Researchers can use this tool for academic data collection by means of experiments.
- Responsibilities:
- Building a community (currently > 1500 active participants)
 - Acquisition of clients
 - Conducting market research
 - Writing research reports
- 2010 – 2011** **Recruitment and Admissions Manager**
University of Amsterdam, Amsterdam Business School
- Responsible for recruiting new students for the Amsterdam MBA
 - Write the annual marketing and recruitment plan
 - Visit fairs world wide

- Responsible for the whole admission process

**2009 – 2010
summer 2007**

Employee marketing & communication
University of Amsterdam, Faculty Economics and Business

Organize and manage the information days for prospective bachelor and master students of the Faculty of Economics and Business.

Education

2006 – 2008

MSc in Business Studies

University of Amsterdam, Faculty Economics and Business
Erasmus exchange in Leuven (Belgium), master, 2nd semester.

Master thesis: Previous international experience and the number of contacts at higher levels as predictors of expatriate assignment acceptance.
Graded with a 9.5 (on a scale to 10)

2001 – 2006

Bachelor Management, Economics & Law

Hogeschool van Amsterdam, HEAO

Journal publications

Kuijken, B., Gemser, G., & Wijnberg, N. M. (2016). Effective product-service systems: A value-based framework. *Industrial Marketing Management*.

Kuijken, B., Leenders, M. A., Wijnberg, N. M., & Gemser, G. (2016). The producer-consumer classification gap and its effects on music festival success. *European Journal of Marketing*, 50(9/10), 1726-1745.

Grants

Kuijken, B. (2015). Take Off Grant of €28.000 by STW / NWO to fund the project " Sales-based research: a new way to gather consumer insights". (Granted)

Kuijken, B., Wijnberg, N., Worrying, M., (2015). Grant of €140.000 by the Amsterdam Academic Alliance to fund a Ph.D project "Early recognition of successful apps" under my co-supervision (together with Marcel Worrying and Nachoem Wijnberg). (Granted)

Working papers

Kuijken, B., Gemser, G., & Wijnberg, N. M. (2017). Categorization and willingness to pay for new products: the role of category cues as value anchors. *Journal of Product Innovation Management*, under review (3rd round).

Kuijken, B., Gemser, G., & Wijnberg, N. M. (2017). Designing for categorisation: the role of aesthetic category markers. *European Journal of Marketing*, under review (1st round).

Contributions to academic conferences

Kuijken, B., Wijnberg, N.M., & Gemser, G. The effects of category labels on newness perception and willingness to pay for really new products. 32nd EGOS conference, Naples, July 7-9, 2016

Kuijken, B., Wijnberg, N.M., & Gemser, G. The effects of category labels on newness perception and willingness to pay for really new products. 23rd IPDMC conference, Glasgow, June 12-14, 2016

Kuijken, B., Gemser, G., & Wijnberg, N.M. 2014. Category markers: how organizations inform consumers about categorical identities of hybrid products. 74th Annual Meeting of the Academy of Management, Philadelphia, USA. August 1-5, 2014.

Kuijken, B., Wijnberg, N.M., & Gemser, G. 2013. Informing consumers about categorical identities of hybrid products: how market dynamics influence designers' choices. 29th EGOS Colloquium 2013, Montreal, Canada. July 4–6, 2013.

Gemser, G., Kuijken, B., Wijnberg, N.M., & Erp, van, J. 2012. The experience of Product Service Systems. 8th International Conference on Design and Emotion, University of the Arts London, Central Saint Martins, London, U.K. September 12-14, 2012

Kuijken, B., Leenders, M.A.A.M., Wijnberg, N.M., & Gemser, G. 2012. Mind the gap: How the difference between identity assignment by consumers and producers affects the success of music festivals. 28th EGOS Colloquium 2012, Aalto University & Hanken School of Economics, Helsinki, Finland. July 5–7, 2012.

Gemser, G., Kuijken, B., Wijnberg, N.M., & Erp, van, J. 2012. Defining Product Service Systems. 19th International Product Development Management Conference, University of Manchester, Manchester, U.K. June 17-19, 2012

Kuijken, B., Mol, S.T., Van Eerde, W. 2009. International experience and contacts at higher levels: Predictors of accepting an expatriate assignment. 69th Annual Meeting of the Academy of Management, Chicago, USA. August 2009.

Languages

Dutch (native speaker), English (fluent), Spanish (beginner)