

## Dr. Marlene Vock

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### Academic experience

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06 – 08/2013 & 01 - 08/ 2014	<b>Visiting Scholar</b> Leeds School of Business, University of Colorado Boulder, USA
from 2012	<b>Assistant Professor of Marketing (tenure track)</b> University of Amsterdam Business School, The Netherlands Department of International Strategy & Marketing
2011 – 2012	<b>Assistant Professor of Marketing (non-tenure track)</b> University of Amsterdam Business School, The Netherlands Department of International Strategy & Marketing
2007 – 2011	<b>PhD candidate marketing</b> University of Amsterdam Business School, The Netherlands Department of International Strategy & Marketing
2003 - 2004	<b>Research assistant</b> Vienna University of Economics & Business Administration, Austria Institute of Social Politics (Prof. dr. August Österle)

### Non-academic employment

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2006 – 2007	<b>Marketing Assistant</b> Mades Cosmetics BV, The Hague, The Netherlands
2006	<b>Assistant Marketing &amp; Quality</b> Stichting WWZ, Oegstgeest, The Netherlands

### University Education

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2007 – 2011	<b>University of Amsterdam Business School/ Netherlands</b> , 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	<b>Vienna University of Economics and Business Administration/ Austria</b> <i>Mag. rer. soc. oec., Master in Commerce (with Distinction)</i> Specialization: Marketing und Social Politics <i>Master thesis: On the way to a European Integration Policy for Ethnic Minorities? – A Comparison of Austria and the Netherlands</i>
2003 – 2004	<b>University of Antwerp/ Belgium</b> (exchange program) Faculty of Applied Economics Courses in marketing and developmental studies 2

## Publications

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### Academic Journals

Kolk, A., Vock, M., and Van Dolen, W.M. (forthcoming), 'Microfoundations of partnerships: exploring the role of employees in trickle effects', *Journal of Business Ethics*, Special Issue on Enhancing the Impact of Cross Sector Partnerships.

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).

Kolk, A., van Dolen, W.M., and Vock, M., (2010), 'Trickle Effects of Cross-Sector Social Partnerships', *Journal of Business Ethics*, 94 (Supplement 1), pp. 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), pp. 219-222.

### Books

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

### Work in progress

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Consumer responses to corporate social responsibility and -irresponsibility (in collaboration with M. Campbell, A. Ward and E. Carter, Leeds School of Business at Boulder, Co, USA)

Stakeholder responses to companies' social responsibility motives (in collaboration with K. Quintelier and J.W. Stoelhorst, Amsterdam Business School)

Corporate and product-level corporate social responsibility

### Contributions to academic conferences and seminars

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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

### **Nominations, scholarships and funding**

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- 2014 Academic visit USA 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
- 2006 Leonardo da Vinci mobility grant (professional internship, Netherlands)
- 2006 Master thesis nominated for *Talenta*, annual thesis award of the Vienna University of Economics and Business Administration, Austria
- 2004 Merit scholarship grant for outstanding academic achievement, Austria
- 2004 Erasmus grant Student Mobility for Studies and Erasmus grant Intensive Language Courses (university exchange program), Belgium

### **Teaching**

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Courses taught in English and Dutch at the University of Amsterdam Business School

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|----------------|---|
| 2012 – present | <b>BSc course <i>Marketing</i></b><br>Lecturer and course coordinator   |
| 2011 – present | <b>MSc course <i>Consumer Behavior</i></b><br>Lecturer, teaching in regular MSc, MBA & Executive Programs   |
| 2010 – 2012    | <b>MSc course <i>Strategic Management &amp; Marketing</i></b><br>Part-time executive program Business Studies<br>Lecturer of marketing classes                |
| 2009 – present | <b>BSc course <i>Marketing &amp; Strategy</i></b><br>Lecturer   |
| 2008 - 2010    | <b>BSc course <i>Project 2: Empirical Research in Sustainable Management 4</i></b><br>Course coordinator and lecturer of academic writing and research skills |
| 2008 - 2009    | <b>BSc course <i>Fundamentals of Marketing</i></b><br>Lecturer  |
| From 2008      | <b><i>Thesis Supervision</i></b> (numerous BSc and MSc theses)  |

Supervisor of the winning thesis of the 2009 Ricoh Thesis Award in Corporate Social Responsibility (master student: Anika Pfister)

### **Coordination/management**

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- Since 2015 Member of the workers' council UvA/FEB

Since 2012	Coordinator of the BSc course Marketing (ca. 370 students in 2014)
2011 & 2012	Coordinator of the MSc course <i>Strategic Management &amp; Marketing</i> Part-time executive program Business Studies
2010	Coordinator of the bachelor's course <i>Project 2: Empirical Research in Sustainable Management</i> .
2008 – 2009	Committee member of the Amsterdam Business School, Research in Progress' Seminar Series

### Review activities

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Reviewer for:

Journal of Interactive Marketing (2015)  
 Journal of Business Ethics (since 2009)  
 European Journal of Marketing, Special Issue on Social Marketing  
 Journal of Business Ethics, Special Issue on Cross Sector Social Interaction  
 Business & Society, Special Issue on Society and the Environment in Africa  
 2013 AMA Winter 2013 Conference  
 2011 AMS World Marketing Congress  
 2008 European Marketing Academy Conference

### Professional affiliations (in 2015)

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European Marketing Academy Conference (EMAC)  
 Academy of Marketing Science (AMS)  
 Partnerships Resource Centre, Erasmus University, Rotterdam, The Netherlands Web:  
<http://www.partnershipsresourcecentre.org/>

### Courses/ training modules followed

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2014	University teaching qualification (BKO) certificate awarded - proof of didactic competence for lecturers in academic education
2012	Workshops ' <i>Assessing students</i> ' and ' <i>Coaching &amp; supervising students</i> ' Centrum voor Nascholing Amsterdam (NL), May 2012
2010	<i>Intermediate SmartPLS (Partial Least Squares) Path Modeling</i> Online course, by Geoffrey Hubona
2009	<i>Presentation Workshop</i> University of Amsterdam Business School (NL), by Sue Hancock
2009	<i>Multilevel Analysis: Concepts and Applications</i> Essex Summer School in Social Science Data Analysis and Collection (UK), by Dr. Kelvyn Jones
2009	<i>Academic Writing in English Course</i> University of Amsterdam Business School (NL), by Sue Hancock 5
2008	<i>SmartPLS (Partial Least Squares) Path Modeling</i> Hamburg (Germany), by Jörg Henseler and Christian M. Ringle
2008	<i>PhD Seminar 'Consumption Theory: Canon of Classics'</i> Odense (Denmark), by Soren Askegaard, Eric Arnould, Craig Thompson, Benoit Heilbrunn, Dannie Kjeldgaard, Per Østergaard
2007	<i>Workshop 'Teaching and Designing your teaching'</i> (3 days) Centrum voor Nascholing Amsterdam (NL)
2007	<i>Quantitative Methods Course</i> The Amsterdam MBA – Amsterdam Business School (NL)

### Languages

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German (native), English (fluent), Dutch (fluent), French (working knowledge)