

CV: Anne ter Braak**PERSONAL DETAILS**

Day, place of birth: 22 May, 1984, Doetinchem, the Netherlands

Work address: Department of Marketing & Supply Chain Management
Maastricht University
Tongersestraat 53
6211 LM Maastricht, The Netherlands

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Maternity leave: 100% July 2017 – Oct 2017 ; 100% Oct 2019 – Febr 2020
Parental leave: 50% March 2020 – June 2020

PROFESSIONAL EXPERIENCE

2021 – current Assistant Professor, **Maastricht University, NL** (0.6 FTE)
2020 – 2021 Thesis Supervisor, **Tilburg University, NL** (free-lance)
2017 – 2020 Associate Professor of Marketing, **KU Leuven, Belgium**
Fall 2015 Visiting Research Scholar, **Tuck School of Business at Dartmouth College, Hanover, NH, USA**

2012 – 2017 Assistant Professor of Marketing, **KU Leuven, Belgium**

EDUCATION

2008 - 2012 Ph.D. in Marketing (defended: February 15 2012), Tilburg University, NL
Dissertation: A New Era in Retail: Private-Label Production by National-Brand Manufacturers and Premium-Quality Private Labels
Advisors: Prof. dr. M.G. Dekimpe and Prof. dr. I. Geyskens

2007 - 2008 Research Master in Business, Marketing track, *Cum Laude*
CentER Graduate School, Tilburg University, NL

2006 - 2007 Postgraduate Master of Science in Marketing Management, *With Distinction*
Aston Business School, Birmingham, UK

2002 – 2005 Bachelor of Science in International Business, *Cum Laude*
Tilburg University, NL
Participant of Exchange Program; University of Florida, USA (Fall 2004)

PUBLICATIONS

h-index: 6 (source: SCOPUS)

Maesen, S., Lamey, L., **ter Braak, A.**, Jansen, L. (2022). Going healthy: How product characteristics influence the sales impact of front-of-pack health symbols. *Journal of the Academy of Marketing Science*, 50, 108-130. (AIS: 4.80; GSBE ranking: A)

Lamey, L., Breugelmans, E., Vuegen, M., **ter Braak, A.** (2021). Retail service innovations and their impact on retailer value: Evidence from an event study. *Journal of the Academy of Marketing Science*, 49, 811-833. (AIS: 4.80; GSBE ranking: A)

Aydinli, A., Lamey, L., Millet, K., **ter Braak, A.**, Vuegen, M. (2021). How do customers alter their basket composition when they perceive the retail store to be crowded? An empirical study. *Journal of Retailing*, 97(2), 207-216. (AIS: 2.73; GSBE ranking: A)

Vuegen, M., **ter Braak, A.**, Lamey, L., Ailawadi, K (2019). How mobile self-scanning use influences consumers' grocery purchases. Published as an MSI working paper.

ter Braak, A., Deleersnyder, B. (2018). Innovation cloning: The introduction and performance of private label innovation copycats. *Journal of Retailing*, 94(3), 312-327. (AIS: 2.73; GSBE ranking: A)

ter Braak, A., Deleersnyder, B., Geyskens, I., Dekimpe, M. (2015). Creëert de productie van huismerken door A-merkfabrikanten discounter goodwill? *Ontwikkelingen in het marktonderzoek: jaarboek MarktOnderzoek Associatie* (pp. 169-185). Haarlem: Uitgeverij Spaar en Hout.

ter Braak, A., Geyskens, I., Dekimpe, M. (2014). Taking private labels upmarket: Empirical generalizations on category drivers of premium private label introductions. *Journal of Retailing*, 90 (2), 125-140. Lead article. (AIS: 2.73; GSBE ranking: A)

ter Braak, A., Dekimpe, M., Geyskens, I. (2013). Retailer private-label margins: The role of supplier and quality-tier differentiation. *Journal of Marketing*, 77 (4), 86-103. (AIS: 4.98; GSBE ranking: A+)

ter Braak, A., Deleersnyder, B., Geyskens, I., Dekimpe, M. (2013). Does private-label production by national-brand manufacturers create discounter goodwill? *International Journal of Research in Marketing*, 30 (4), 343-357. Winner of EMAC-IJRM Best Paper Award. (AIS: 2.03; GSBE ranking: A)

WORK IN PROGRESS

The Impact of an Organic Umbrella Brand on Incumbent Brand Performance (with Stijn Maesen, Imperial College London, and Lien Lamey, KU Leuven). Working paper available.

How Mobile Self-Scanning Use Influences Consumers' Grocery Purchases (with Maya Vuegen, Lien Lamey, KU Leuven, and Kusum Ailawadi, Tuck School of Business). Working paper available.

RESEARCH GRANTS/SUPPORT

- **AiMark research support** project "Why do Retailers Charge Different Prices for Identical Products Across Countries?" together with Barbara Deleersnyder (Tilburg University, NL). In kind: access to data (2022).
- **Elinor Ostrom Research Grant** - €6000 - (2021)
- **Small Scale Research Grant** Maastricht University - €4000 - (2021)
- **AiMark research support** project "The Impact of Crowding on Consumer Affective Spending" together with Lien Lamey (KU Leuven, Belgium), Maya Vuegen (KU Leuven, Belgium), Kobe Millet (VU, Netherlands) & Aylin Aydinli (VU, Netherlands). In kind: access to data (2017).
- **AiMark research support** project "Innovation Cloning: The Impact on Innovation Copycats on Original Pioneer Sales" together with Barbara Deleersnyder (Tilburg University, NL) & Max Nohe (Tilburg University, NL). In kind: access to data (2016).
- **AiMark research support** project "In-Store Self-Scanning Usage and its Effect on Purchasing Behavior" – together with Lien Lamey (KU Leuven, Belgium) & Maya Vuegen (KU Leuven, Belgium). In kind: access to GfK household panel data, GfK ConsumerScan reports (2015).
- **Research Foundation Flanders** (FWO, Belgium), €252,000, for a study on "Manufacturers and Retailers Going Healthy: A Standard Health Symbol and Proliferation into a Healthy Line"

(Promotor: Anne ter Braak; Co-Promotor Lien Lamey) (2014 – 2018). Stijn Maesen started in September 2014 as a doctoral student on this project. He successfully defended his PhD February 2019.

- **FWO Travel Grant** for a Long Stay Abroad (2015).
- **AiMark research support** project “The Epidemic of Innovation Cloning” – together with Barbara Deleersnyder (Tilburg University, NL) – In kind: access to GfK household panel data, international innovation data (2012).

DISTINCTIONS/FELLOWSHIPS

2022	Susan P. Douglas Award for Best Conference Paper on International Marketing
2014	EMAC-IJRM Award for Best Paper in 2013
2013	2 nd prize EMAC McKinsey Marketing Dissertation Award
2009	44 th AMA - Sheth Foundation Doctoral Consortium Fellow, Georgia State University, GA.

DOCTORAL COMMITTEES

Advisor	2014 – 2019, Stijn Maesen, KU Leuven, on “Manufacturers and Retailers Going Healthy: A Standard Health Symbol and Proliferation into a Healthy Line” (co-advisor: Lien Lamey) – Winner 2020 AMS Mary Kay Dissertation Award– defended February 21 2019.
Co-Advisor	2013 – 2019, Maya Vuegen, KU Leuven, on “Mobile Technologies in Retail” (advisor: Lien Lamey). Honorable Mention for the 2015 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition – defended January 28 2019.
Jury Member	2019 - Saeid Vaifania, KU Leuven, on “Empirical Investigations on the Effectiveness of Direct Marketing Communications”. 2016 – Steffi Frison, KU Leuven, on “Essays on Paid, Owned, and Earned Media in Multimedia Contexts”. 2016 – Gauthier Casteran, IAE Toulouse, on “An empirical investigation of antecedents of brand loyalty: the role of product category, marketing mix and consumer-related characteristics in the light of niche brands proliferation”.

CONFERENCE/INVITED PRESENTATIONS

2022 - European Marketing Academy Conference (EMAC), Budapest, Hungary.
 2019 – INFORMS Marketing Science Conference, Rome, Italy
 2019 – Invited Seminar, Rotterdam School of Management, Netherlands
 2018 – Invited Seminar, Universiteit van Amsterdam, Netherlands
 2017 – Invited Talk Irish Business Postgraduates - School of Business Waterford Institute
 2016 – Invited Seminar, Vrije Universiteit Amsterdam, Netherlands.
 2016 – Invitational Choice Symposium – Alberta, Canada, University of Alberta.
 2016 - European Marketing Academy Conference (EMAC), Oslo, Norway.
 2015 - Invited Seminar, Tuck School of Business, Dartmouth College, USA
 2014 - Marketing Dynamics Conference, Las Vegas, U.S.
 2014 - Webinar, organized by Aimark/Europanel
 2014 - National Private Label Conference organized by Foodmagazine and EFMI Business School.
 2013 - European Marketing Academy Conference (EMAC), Istanbul, Turkey
 2012 – INFORMS Marketing Science Conference, Boston, U.S.
 2011 - European Marketing Academy Conference (EMAC), Ljubljana, Slovenia.
 2011 – INFORMS Marketing Science Conference, Houston, Texas, U.S.

2010 – INFORMS Marketing Science Conference, Cologne, Germany.

2009 - European Marketing Academy Conference (EMAC), Nantes, France.

2009 - European Marketing Academy Conference (EMAC), Doctoral Colloquium, Nantes, France.

TEACHING

Holder of the University Teaching Qualification (UTQ/BKO) since 2019

Current Teaching (most recent evaluations)

- | | | |
|------------------------------|----------------------------------|-----------------------|
| • eLab Business Case I | (course: 6.7/10 / tutor: 8.5/10) | <i>Bachelor Level</i> |
| • Brand Management | (course: 7.6/10) / tutor: 8.7/10 | <i>Bachelor Level</i> |
| • Master Thesis in Marketing | (NA) | <i>Master Level</i> |
| • Marble Thesis in Marketing | (NA) | <i>Bachelor Level</i> |

Previous Teaching (most recent evaluations)

- | | | |
|--------------------------------|----------------------------|-----------------------|
| • Master Thesis in Marketing | (Avg. evaluation 5.6 / 6) | <i>Master Level</i> |
| • Marketing Research | (Avg. evaluation: 5.0 / 6) | <i>Bachelor Level</i> |
| • Introduction to Marketing | (Avg. evaluation: 4.8 / 6) | <i>Bachelor Level</i> |
| • Marketing | (NA) | <i>Postgraduate</i> |
| • Bachelor Thesis in Marketing | (Avg. evaluation: 4.1 / 5) | <i>Bachelor Level</i> |

Continuing Professional Development (a selection):

2022	SBE Programmatic Assessment BSc BA
2022	SBE Education Day (May 9, 2022)
2022	EDLAB Workshop Putting the oxygen mask on yourself first (May 9, 2022)
2021	Workshop FeedbackFruits Facilitating Peer Feedback (Oct 14, 2021)
2021	Introduction to Problem-based Learning (PBL) and tutor training (April-May 2021)
2016	The Supervisor: Role and Responsibilities - KU Leuven
2015	Academic Leadership Training - KU Leuven
2014	Teaching Certificate - KU Leuven

INTERNATIONAL SERVICE

2020	Member of the Search Committee for the new IJRM Editor (led by Roland Rust, University of Maryland, USA)
2014 – 2020	Member of EMAC (European Marketing Academy Conference) Executive Committee as National Representative of Belgium.
2014 – 2016	Faculty Member of the Advanced Marketing Research Track for the annual Doctoral Colloquium preceding EMAC.
2014 – 2015	Member of Organization Committee EMAC 2015 that took place at KU Leuven, May 26 – 29, 2015 (± 900 participants). Responsible for organizing the Doctoral Colloquium preceding the conference (3-day event - 60 PhD students, 20 faculty members).

REVIEWING

Editorial Review Board

2016 – 2019 Journal of Business Research (Area: Retailing)

Ad Hoc Reviewing

European Journal of Marketing

International Journal of Research in Marketing

Journal of Retailing
Annual EMAC Conference

UNIVERSITY SERVICE

2022 - present	Mentor of EQUANS Premium Student Team, Maastricht University's (EDLAB) Honours programme
2021 - present	Co-coordinator SBE's Digital Transformations Unit DxU, Maastricht University
2018 – 2019	Coordinator Marketing Education Program, KU Leuven
2018	Co-organizer of the KU Leuven Vlerick Marketing Camp at KU Leuven 2018 (±60 attendants) https://agenda.kuleuven.be/en/content/marketing-camp-ku-leuven-vlerick-business-school
2015 – 2019	@KU Leuven responsible for: <ul style="list-style-type: none"> - Invited Seminar Series (e.g. Peter Ebbes (HEC), Francesca Sotgiu (VU Amsterdam), David Gal (Stanford), Anirban Mukherjee (Insead), Eesha Sharma (Dartmouth)). - Coordination Visiting Scholar 2017: Jeff Inman - Coordination Visiting Scholar 2016: Arvind Rangaswamy
2016 - 2017	Coordinator Doctoral Programme Marketing, KU Leuven
2014 – 2016	Exam committee – secretary 2014-2015, chair 2015-2016 (Bachelor TEW, Preparatory programme Master TEW, Master TEW, preparatory programme Master of Business Economics, and Master of Business Economics KU Leuven)
2014	Organizer of the Marketing Winter Camp at KU Leuven (±90 attendants) where five leading international academic experts present their work to a regional crowd, preceded by an informal PhD day.

OTHER AFFILIATIONS

EMAC Member (European Marketing Academy)

Research Associate KU Leuven

Member of YES Marketing (Young European Scholars in Marketing)

Member of the Parent Committee of SB Klavertjevier

Last Updated: October 2022