

# Robert Paul Rooderkerk

## CONTACT INFORMATION

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## EDUCATION

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2007 **Ph.D. in Marketing**, Tilburg University, The Netherlands (**Cum Laude**).  
2001 **M.Sc. in Econometrics**, Erasmus University Rotterdam, The Netherlands (**Cum Laude**)

## ACADEMIC EXPERIENCE

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### **Tuck School of Business, Dartmouth College**

Visiting Assistant Professor of Business Administration, September 2012 – Present

### **TiasNimbas Business School**

Associate Professor of Marketing, September 2013 – Present

**Tilburg University**, Tilburg School of Economics and Management (TiSEM), Department of Marketing  
Researcher, September 2013 – Present

**Tilburg University**, TiSEM, Department of Marketing  
Assistant Professor, September 2006 – August 2012

Visiting positions:

- **UCLA Anderson School of Management**, Visiting scholar, January – June 2010
- **Vienna University of Business and Economics**, Guest Professor, May 2009
- **Tuck School of Business, Dartmouth College**, Visiting scholar, February – May 2008

**University of Florida**, Department of Industrial and Systems Engineering  
Visiting scholar, water supply management, September 2001 – July 2002

## INDUSTRY EXPERIENCE

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**KPN Research**, Business Intelligence Team Network Planning, Leidschendam, The Netherlands  
Researcher, telecom capacity planning, February – July 2001 and February – July 2000

**Dutch Ministry of Finance**, The Hague, The Netherlands  
Research assistant, econometric tax revenue estimation, February – August 1999

## HONORS AND AWARDS

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2012 **Finalist** for the **Paul E. Green Award**, Journal of Marketing Research  
2011 **Marketing Science Institute** research award  
2010 **TiSEM Excellence in Teaching Award** for the M.Sc. program  
2009 **TiSEM Excellence in Teaching Award** for the M.Sc. program  
2009 **Finalist** for **TiSEM Best Bachelor Course Award** for Business Research  
2009 Invitation to **“Excellence Lunch”** at Noordeinde Palace in The Hague  
Lunch offered by His Majesty Prince Willem-Alexander, Prince of Orange, and Princess Máxima to a selection of Dutch citizens with extraordinary achievements in 2008  
2008 **Marketing Science Dissertation Award**  
Annual award for the best marketing dissertation written at universities in The Netherlands and Belgium.

## RESEARCH

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### [A] Research Statement

My research integrates techniques and insights from marketing, psychology, statistics, and operations research to address key marketing problems such as product line and assortment optimization. My body of research can roughly be divided into two streams: (1) modeling on large (scanner) data sets to aid retailers and manufacturers with new product development and merchandising strategies, (2) enriching (dynamic) choice models with behavioral insights such as reference and context dependence. In the first stream, I seek close collaboration with marketing research companies and data providers. In the second stream, I design and implement computerized choice experiments. In both streams, I use Bayesian statistics for model inference. In addition, I use state-of-the-art techniques for solving the optimization problems. Recently, my research is branching out to assortment organization and social media. In my research I interact with practitioners on a regular basis. I use these interactions to shape and validate my ideas. In addition, companies have adopted the methodology and insights generated by my research.

### [B] Research Interests

Assortment Layout, Assortment Optimization, Bayesian Statistics, Behavioral Decision Making, Choice Modeling, Conjoint Analysis, Context Effects, Micromarketing, New Product Development, Operations Research, Product Line Design, Retailer-Manufacturer Partnerships, Retailing.

### [C] Publications

#### Peer reviewed

Rooderkerk, Robert P., Harald J. van Heerde, and Tammo H. A. Bijmolt (2013), "Optimizing Retail Assortments," *Marketing Science*, 32 (September-October), 699-715.

Rooderkerk, Robert P., Harald J. van Heerde, and Tammo H. A. Bijmolt (2011), "Incorporating Context Effects into a Choice Model," *Journal of Marketing Research*, 48 (August), 767-780. **Finalist for the 2011 Paul E. Green Award.**

Featured in: Dutch national tv (Teleac Hoe?Zol), Dutch national radio (BNR and VARA Kassa Radio), Dutch Consumer Reports, national Dutch and Belgian newspapers (AD, Laatste Nieuws, Standaard, and Volkskrant).

Ailawadi, Kusum H., Eric T. Bradlow, Michaela Draganska, Vincent Nijs, Robert P. Rooderkerk, K. Sudhir, Kenneth C. Wilbur, and Jie Zhang (2010), "Empirical Models of Manufacturer-Retailer Interaction: A Review and Agenda for Future Research," *Marketing Letters*, 21(3), 273-285.

#### Other Publications

Rooderkerk, R.P. (2007), "Robuuste Optimalisatie van Retail Assortimenten," StatOR, Vereniging voor Statistiek en Operationele Research, StatOR 2007, 4, 14-18.

### [D] Working papers

Ataman, M. B. and Robert P. Rooderkerk, "Context Dependence as Driver of Preference Dynamics," **in preparation for resubmission for second round review, *Journal of Marketing Research*.**

Rooderkerk, Robert P. and Harald J. van Heerde, "Balancing Risk and Return in Assortment Optimization," **under first round review, *Marketing Science*.**

Rooderkerk, Robert P. and Koen Pauwels, "No Comment?! The Drivers of Reactions to Online Posts in Professional Groups," to be submitted for first round review.

This research has been supported by Marketing Science Institute research grant #4-1721.

### [E] Work in progress

Rooderkerk, Robert P. and Donald R. Lehmann, "Optimizing the Assortment Organization: The Effect of External vs. Internal Categorization Structures on Purchase Incidence."

## CONFERENCE AND INVITED PRESENTATIONS

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### [A] Conference

#### Marketing Science Conference

- 2012, Boston University, Boston, MA, USA
- 2011, Rice University, Houston, TX, USA
- 2007, Lee Kong Chian School of Business at Singapore Management University, Singapore
- 2006, Katz Graduate School of Business at University of Pittsburgh, Pittsburgh, Pennsylvania, USA
- 2005, Emory University, Atlanta, GA, USA

#### 8<sup>th</sup> triennial Invitational Choice Symposium

- 2010, Key Largo, Florida, The University of Miami and the University of Technology Sydney

#### Marketing Dynamics Conference

- 2009, Waikato Management School, The University of Waikato, Hamilton, New Zealand

#### Invitational Erin Anderson B2B Research Conference

- 2008, The Wharton School, Philadelphia, PA, USA, October 2008

#### 2<sup>nd</sup> Tilburg Econometrics and Marketing Workshop

- 2008, Tilburg University, The Netherlands

#### 2<sup>nd</sup> Annual Conference on Collaborative & Multidisciplinary Research

- 2006, Yale School of Management, New Haven, Connecticut, USA

### [B] Invited

- Fuqua School of Business, Duke University (2011)
- HEC Marketing Camp, Paris, France (2011)
- Waikato Management School, The University of Waikato, Hamilton, New Zealand (2011)
- Ross School of Business, University of Michigan (2010)
- Goethe University, Frankfurt am Main, Germany (2010)
- UCLA Anderson School of Management (2010)
- Özyeğin University, Istanbul, Turkey (2009)
- Vienna University of Business Economics and Business Administration (2009)
- Final of the Marketing Science Dissertation Award, Diemen, The Netherlands (2008)
- Tuck School of Business, Dartmouth College, Hanover, NH, USA (2008, 2013)
- Massachusetts Institute of Technology, MA, USA (2008)
- Maastricht University, The Netherlands (2007)
- Tilburg University (2007)
- Wageningen University, The Netherlands (2007)
- Free University of Amsterdam, The Netherlands (2006)
- Erasmus University of Rotterdam, The Netherlands (2005)
- University of Groningen, The Netherlands (2005, 2012)

## TEACHING

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### [A] Teaching Statement

My teaching interests lie at the intersection of statistics and marketing. In addition, they center on marketing channel management, particularly retail management. I have taught to both small and large audiences, ranging from the undergraduate to the Ph.D. level. My experience includes course design, course and thesis coordination, teaching, and thesis supervision. I stimulate interaction with and between students, both in and outside the classroom. During lectures I illustrate both problems and solutions with real world examples and data. Moreover, I design exercises that assist students in fully mastering the material. My teaching evaluations have consistently been ranked in the highest echelons of TiSEM, where most of my over ten years of teaching experience is located. Consequently, I am the recipient of several teaching awards.

### [B] Teaching Interests

Behavioral decision making  
Business research  
Business statistics  
Marketing channel management  
Marketing research  
Marketing strategy  
Retail management  
Social Media

### [C] Teaching Experience [unless indicated otherwise these activities pertain to Tilburg University]

#### Ph.D. and faculty

- Tutorial on Conjoint Analysis for faculty members and Ph.D. students (July 2009, September 2011)
- Coordinator of Advanced Topics in Marketing I and II (September 2007 – December 2009)
- Ph.D. tutorial on Retail Assortments, Vienna University of Economics and Business (May 2009)

#### Full-Time MBA

- Instructor, Marketing Research, Tuck School of Business, Dartmouth College (Spring 2013)  
Avg. rating: '13: 4.6 [scale 1 - 6 = highest]
- Instructor, Business Research Methods, TiasNimbas Business School (January 2014)  
Avg. rating: '14: 4.3 [scale 1 - 5 = highest]

#### Executive MBA

- Instructor, Business Research Methods, TiasNimbas Business School, Tilburg (December 2013)  
Avg. rating: '13: 4.1 [scale 1 - 5 = highest]
- Instructor, Business Research Methods, TiasNimbas Business School, Utrecht (November 2013)  
Avg. rating: '13: 4.3 [scale 1 - 5 = highest]

#### Executive Master of Marketing

- Instructor, Assortment and Product Line Decisions, TiasNimbas Business School (February 2014)  
Avg. rating: '14: 4.7 [scale 1 - 5 = highest]
- Instructor, Business Research Methods, TiasNimbas Business School, (November 2013)  
Avg. rating: '13: 4.6 [scale 1 - 5 = highest]

### **Executive Masterclass on Social Business**

- Instructor, Crafting a Digital and Social Strategy, TiasNimbas Business School (Fall 2013)  
Avg. rating: '13: 4.5 [scale 1 - 5 = highest]

### **Graduate**

- Master Thesis Coordinator, Marketing Research Master (2010 – 2012)
- Instructor, Marketing Channel Management (2007 – 2013)  
Avg. rating: '07: 4.5, '08: 4.4, '09: 4.6, '10: 4.6, '11: 4.4, '13: 4.5 [scale 1 - 5 = highest]
- Supervision of M.Sc. Theses in Marketing (2004, 2005, 2008 – 2012, 2013, 2014)  
Three of my students have won the best thesis award at Tilburg University in the period 2008-2011
- Teaching Assistant, Trends in Logistics and E-Commerce, Erasmus University Rotterdam (2000)

### **Undergraduate**

- Coordinator/Instructor, Business Research for IBA (2011 – 2012)  
Avg. rating: '11: 4.3, '12: 4.5 [scale 1 - 5 = highest]
- Coordinator & Instructor, Business Research (2004 – 2010)  
Avg. rating: '04: 3.6, '05: 4.2, '06-I: 4.1, '06-II: 4.1, '07-I: 4.2, '07-II: 4.0, '08-I: 4.3 [scale 1 - 5 = highest]
- Supervision of B.Sc. Theses in Marketing (2005 – 2007, 2012)
- Lecturer, Project Study Skills, Erasmus University Rotterdam (Fall 1998 and 1999)

## **MANAGEMENT AND ORGANIZATION**

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Principal investigator of the Tilburg Institute for Marketing Effectiveness (TIME) (January – June 2010)

The management team of the Department of Marketing at TiSEM commissioned me to investigate the potential for a knowledge platform connecting marketing academics and professionals in The Netherlands. My analyses involved an in-depth analysis of similar centers in the US. My findings were summarized in a presentation to the management team that was positively received.

Coordinator of marketing seminars & Ph.D. tutorials, Tilburg University (September 2007 – December 2009)

## **OTHER PROFESSIONAL ACTIVITIES**

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Board member of CentER Society, the alumni network of TiSEM's graduate school (June 2008 - Present)

Member of the ICT customer group Research, Tilburg University (February 2007 – November 2009)

The 'ICT in Research' customer group provides solutions to issues in the area of (advanced) ICT applications for research support. During my tenure we focused on 'Supercomputing' & 'Research Mobility.'

## **REVIEW SERVICE**

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Marketing Science (ad-hoc reviewer)

Journal of Marketing Research (ad-hoc reviewer)

International Journal of Research in Marketing (guest area editor and ad-hoc reviewer)

Journal of Retailing (ad-hoc reviewer)

EMAC

## **STRATEGIC PARTNERSHIPS**

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SKIM – Rotterdam, The Netherlands

## **CONSULTING EXPERIENCE**

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Accenture Marketing Sciences – London, UK

Marketing Productivity Group – New York City, NY, USA

## **DATE OF LAST MODIFICATION**

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March 1, 2014