

Curriculum Vitae – February 2020

Stefan (Hendrik K.) Wuyts

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Academic Trajectory

- 2018-present Professor of Marketing, Pennsylvania State University
Director, Institute for the Study of Business Markets (since December 2019)
- 2016-2018 Director, Graduate School of Business, Koç University
Vice Dean, College of Administrative Sciences and Economics
- 2016-2017 Visiting Research Scholar Pennsylvania State University, USA
- 2015-2018 Professor of Marketing, Koç University
- 2010-2015 Associate Professor of Marketing, Koç University
- 2007-2015 Associate Professor of Marketing, Tilburg University

Spring 2009: Visiting Associate Professor, Koç University, Turkey
- 2005-2007 Assistant Professor of Marketing, Tilburg University, The Netherlands
- 2003-2004 EUR Research Fellow, School of Economics, Erasmus University Rotterdam.
- 2003 Ph.D. in Marketing (“Partner Selection in Business Markets – A Structural Embeddedness Perspective” TI309, Tinbergen Institute), Erasmus University Rotterdam, The Netherlands.
- 2002 Visiting doctoral student Marketing Department, Marshall School of Business, University of Southern California (Spring 2002).
- 1998 Master in Marketing, Vlerick School of Management, University of Ghent, *magna cum laude*.
- 1997 Business Engineering (Faculty of Applied Economics), Catholic University of Louvain, Belgium, *cum laude*.
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Key Research Interests

Interorganizational Relationships;
Social Networks, Business Networks, and Complex Organizational Forms;
Innovation and New Product Development;
Business-to-Business Marketing and Marketing Strategy

Grants

NWO (Netherlands Organization for Scientific Research), 2009 (national cross-university competition): six-year VIDI grant for proposal “Involving external parties in the pre-commercialization and commercialization stages of the innovation process— A systematic analysis of business markets” (€ 800,000)

Institute for the Study of Business Markets (Pennsylvania State University): grant (\$10,000) for the study on outsourcing, 2006 (with Alka Citrin and Aric Rindfleisch)

NWO, 2005 (national cross-university competition): three-year VENI grant for proposal “Innovation and the governance of exchange in technology-intensive industries: A network perspective” (€ 200,000)

EUR-Fellowship, 2004 (intra-university cross-faculty competition): grant awarded by the Erasmus University Rotterdam to ‘talented young researchers’

Marketing Science Institute: grant (\$6,500) for the study on disentangling the dimensions of radical innovation, 2003 (with Shantanu Dutta)

Institute for the Study of Business Markets (Pennsylvania State University): grant (\$2,500) for the study on role of interfirm networks on innovation success, 2001 (with Shantanu Dutta and Stefan Stremersch)

Institute for the Study of Business Markets (Pennsylvania State University): grant (\$5,000) for the study on the role of embeddedness in technology-intensive markets, 1999 (with Stefan Stremersch, Christophe Van den Bulte and Philip Hans Franses)

Center for Economics of Increasing Returns (Nyenrode University): grant (\$5,000) for the study on the role of embeddedness in technology-intensive markets, 1999 (with Stefan Stremersch, Christophe Van den Bulte and Philip Hans Franses)

Nederlandse Vereniging voor Inkoopmanagement (NEVI): grant (€10,000) for supporting empirical studies PhD dissertation.

Netherlands Organization for Scientific Research (NWO): grant (€5,000) for research visit University Southern California.

Awards and Honors

Journal of the Academy of Marketing Science 2019 **Outstanding Area Editor Award**.

International Journal of Research in Marketing 2018 **Outstanding Reviewer Award**, as outstanding Editorial Review Board member.

Journal of Marketing 2015 **Outstanding Reviewer Award**, in recognition of “exemplary contributions as an Editorial Review Board (*ERB*) member for the period July 1, 2014 – June 30, 2015” (American Marketing Association).

Koç University 2014-2015 **Outstanding Faculty Award**.

Marketing Science Institute 2007 **Young Scholar Program Nominee** (yearly event for approximately 25 ‘promising young scholars in marketing’)

EUR-Fellowship, 2004 (intra-university cross-faculty competition) awarded by the Erasmus University Rotterdam to ‘talented young researchers’.

2001 AMA-Sheth **Doctoral Consortium Student Nominee**, University of Miami, School of Business, Coral Gables, Florida.

Dissertation awards:

- Winner **KVS-Medal** (Royal Netherlands Economic Association). The Medal and a prize of €5000 are awarded to “the best PhD dissertation defended at an Economics Faculty in The Netherlands in the years 2003 and 2004”.
 - **Finalist Marketing Science Prize**, awarded by the Dutch Platform for Innovation in Marketing to a marketing dissertation defended at a Dutch university in 2003 and 2004 that is considered most innovative and relevant for practice.
 - Winner of the **2000 ISBM Business Marketing Doctoral Support Award Competition** (51 participants), Pennsylvania State University; named ISBM Business Marketing Doctoral Fellow. Award: \$5000.
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Publications

Refereed journals:

Slot, Johanna, Stefan Wuyts, and Inge Geyskens (2020), "Does Customer Participation in Outsourced NPD Help or Hurt? The Role of Relationship Multiplexity," *Journal of Operations Management*, forthcoming.

Srinivasan, Raji, Stefan Wuyts, and Girish Mallapragada (2018), "Corporate Board Interlocks and New Product Introductions" *Journal of Marketing*, 82 (1), 132-148.

Geyskens, Inge, Katrijn Gielens, and Stefan Wuyts (2015), "United We Stand: The Impact of Buying Groups on Retailer Productivity," *Journal of Marketing*, 79 (4), 16-33.

Wuyts, Stefan, Aric Rindfleisch, and Alka Citrin (2015), "Outsourcing Customer Support: The Role of Provider Customer Focus," *Journal of Operations Management*, 35, 40-55.

Raassens, Néomie, Stefan Wuyts, and Inge Geyskens (2014), "The Performance Implications of Outsourcing Customer Support to Service Providers in Emerging versus Established Economies," *International Journal of Research in Marketing*, 31 (3), 280-292.

Wuyts, Stefan and Shantanu Dutta (2014), "Benefiting from Alliance Portfolio Diversity – The Role of Past Internal Knowledge Creation Strategy," *Journal of Management*, 40, 1627-1652.

Raassens, Néomie, Stefan Wuyts, and Inge Geyskens (2012), "The Market Valuation of Outsourcing New Product Development," *Journal of Marketing Research*, 49 (5), 682-695.

Verbeke, Willem, Frank D. Belschak, Richard Bagozzi, and Stefan Wuyts (2011), "Gaining Access to Intra-Firm Knowledge: An Internal Market Perspective on Knowledge Sharing," *Human Performance*, 24 (3), 205-230.

Wuyts, Stefan, Peter C. Verhoef and Remco Prins (2009), "Partner Selection in B2B Information Service Markets", *International Journal of Research in Marketing*, 26 (1), 41-51.

Wuyts, Stefan and Shantanu Dutta (2008), "Licensing Exchange: Insights from the Biopharmaceutical Industry", *International Journal of Research in Marketing*, 25 (4), 273-281.

Wuyts, Stefan (2007), "Extra-role Behavior in Buyer-Supplier Relationships," *International Journal of Research in Marketing*, 24 (4), 301-311.

Verbeke, Willem and Stefan Wuyts (2007), "Moving in Social Circles: Social Circle Membership and Performance Implications," *Journal of Organizational Behavior*, 28 (4), 357-379.

Wuyts, Stefan and Inge Geyskens (2005), "The Formation of Buyer-Supplier Relationships: Detailed Contract Drafting and Close Partner Selection," *Journal of Marketing*, 69 (4), 103-117.

Wuyts, Stefan, Massimo Colombo, Shantanu Dutta and Bart Nooteboom (2005), "Empirical Tests of Optimal Cognitive Distance," *Journal of Economic Behavior and Organization*, 58, 277-302.

Wuyts, Stefan, Shantanu Dutta and Stefan Stremersch (2004), "Portfolios of Interfirm Agreements in Technology-Intensive Markets: Consequences for Innovation and Profitability," *Journal of Marketing*, 68(2), 88-100.

Wuyts, Stefan, Stefan Stremersch, Christophe Van den Bulte, and Philip Hans Franses (2004), “Vertical Marketing Systems for Complex Products: A Triadic Perspective,” *Journal of Marketing Research*, 41(4), 479-487.

Stremersch, Stefan, Stefan Wuyts and Ruud T. Frambach (2001), “The Purchasing of Full-Service Contracts: An Exploratory Study within the Industrial Maintenance Market,” lead article *Industrial Marketing Management*, 30 (1), 1-12.

Books/Monographs:

Wuyts, Stefan (2013), “New Challenges in Alliance Portfolio Management,” book chapter in *Innovation and Marketing in the Pharmaceutical Industry – Emerging Practices, Research, and Policies*, Eds. Min Ding, Jehoshua Eliashberg, and Stefan Stremersch, Springer.

Wuyts, Stefan and Christophe Van den Bulte (2012): “Network Governance”, book chapter in *Handbook on Business to Business Marketing*, Eds. Gary L. Lilien and Rajdeep Grewal, Edward Elgar Publishing.

Wuyts, Stefan, Marnik Dekimpe, Els Gijsbrechts, and Rik Pieters (editors) (2010), *The Connected Customer: The Changing Nature of Consumer and Business Markets*. Routledge, Taylor & Francis Group.

Van den Bulte and Stefan Wuyts (2009): Leveraging Customer Networks, book chapter in *The Network Challenge: Strategy, Profit, and Risk in an Interlinked World*, Eds. Paul R. Kleindorfer and Yoram (Jerry) Wind, Pearson Publishers.

Van den Bulte, Christophe and Stefan Wuyts (2007), *Social Networks in Marketing*, Monograph, on invitation, in the MSI Relevant Knowledge Series (Cambridge, MA): Marketing Science Institute (ISBN 0-9657114-8-X).

Contributions to scholarly journals

Area Editor – *Journal of Marketing*

Area Editor – *Journal of the Academy of Marketing Science*

Area Editor —*International Journal of Research in Marketing*

Ad hoc reviewer for other journals in marketing and related fields.

Services to the Marketing Field

Track co-chair “Intrafirm Complexity and Marketing Strategy”: 2019 American Marketing Association Winter Marketing Educators’ Conference (Austin).

Track chair “Marketing Strategy – Beginners’ Track”: 2019 EMAC Doctoral Colloquium (Hamburg, Germany).

Faculty Fellow “2019 Marketing Strategy Consortium”: Kelley School of Business, Indiana University.

Track chair “Marketing Strategy”: 2017 EMAC Conference (Groningen, the Netherlands).

Track chair “Marketing Strategy – Beginners’ Track”: 2018 EMAC Doctoral Colloquium (Glasgow, UK).

Track chair “Marketing Strategy – Beginners’ Track”: 2016 EMAC Doctoral Colloquium (Oslo, Norway).

Track chair “Marketing Strategy – Beginners’ Track”: 2015 EMAC Doctoral Colloquium (Leuven, Belgium).

Track chair “Channels of Distribution and Interorganizational Relationships”: 2015 American Marketing Association Winter Marketing Educators’ Conference (San Antonio).

Counselor at the 2014 ISBM PhD Camp (San Francisco)

Track chair “Marketing Strategy – Beginners’ Track”: 2014 EMAC Doctoral Colloquium (Valencia, Spain).

Track chair “Strategy and Internet – Beginners’ Track”: 2013 EMAC Doctoral Colloquium (Istanbul, Turkey).

Track co-chair “Interorganizational Issues in Marketing”: 2013 American Marketing Association Summer Marketing Educators’ Conference (Boston).

Blue Ribbon Committee for selection of Best Paper Award, 2011 American Marketing Association Winter Marketing Educators’ Conference (Austin).

Steenkamp Award Committee for Long Term Impact in the *International Journal of Research in Marketing* 2011.

Organization two-day Conference “the Connected Customer” (Tilburg University, 2008)

Speaker at EIASM (European Institute for Advanced Studies in Management), workshop on Writing and Publishing (2007).

Track co-chair “Business and Network Marketing”, EMAC (Conference of the European Marketing Academy), 2007.

Facilitator academics/practitioners panel discussion, 2005 MSI conference “*Managing Innovation*”, Boston.

Organizing committee 2004 Marketing Science Conference (1000 participants), Rotterdam, the Netherlands.

Chair Special session on innovation, 2003 EURO-INFORMS meeting, Istanbul, Turkey.

Management Experience

Koç University, 2016-2018:

Director, Graduate School of Business (GSB).

Key responsibilities:

- Portfolio of graduate programs in business: Executive Master of Business Administration; Master of Business Administration; Master of Science in Finance, CEMS Master of International Management, and PhD in Business Administration.
- Accreditations: achievements include a first-time 5-year AMBA accreditation for MBA and EMBA programs (Fall 2016); 5-year EQUIS reaccreditation for GSB and the College of Administrative Sciences and Economics (CASE) combined.
- GSB strategy: strategy formation, identification of unique selling proposition and communication, and strategy execution.
- GSB decision-making: chair GSB Academic Council and GSB Executive Council.

Related responsibilities:

- Member of Koç University Academic Council
- Vice Dean and Chair of Department of Business Administration, College of Administrative Sciences and Economics (CASE).
- Member Executive Board of CEMS network (Master of International Management)

Other responsibilities:

- “Responsible Management Education” Liaison Officer for the EFMD (European Foundation for Management Development);
- Curriculum Review Committee (College of Administrative Sciences and Economics);
- Coordinator Marketing Area (2011-2016);
- Doctoral Committee Marketing Group.

Tilburg University, 2007-2010:

Member of Management Team of Marketing Department.

Teaching Experience

Pennsylvania State University

Marketing Strategy (Bachelor, MBA, and PhD)
Business Marketing (MBA)

Koç University:

Research Methods in Business (PhD)
Theoretical Foundations for Marketing Strategy (PhD)
Innovation Management (Bachelor/Master)
Distribution Management (Bachelor)
Marketing Research (Bachelor/Master)

Institute for the Study of Business Markets, Penn State University:

Social Networks (PhD, IPSS seminar series)

EIASM (European Institute for Advanced Studies in Management):

Marketing Strategy (PhD)

Tilburg University:

Strategic Marketing Management (Master)
Thesis supervision Bachelor, Master, and M. Phil students

Erasmus University Rotterdam:

Social Network Analysis (Bachelor)
Innovation and New Product Development (Bachelor)
Marketing Strategy (Master)

Supervision Doctoral Students

Koç University:

Tuba Yılmaz;
Xiaohan Wen.

Tilburg University:

Néomie Raassens (co-supervised with Inge Geyskens): Winner of EMAC McKinsey Marketing Dissertation Award 2012 (first prize);
Johanna Slot (co-supervised with Inge Geyskens): Winner of 2010 ISBM Doctoral Support Award Competition (Penn State University); Winner of EMAC McKinsey Marketing Dissertation Award 2014 (third prize).
