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# Curriculum Vitae

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## Personal data

Name Roger Pruppers  
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Telephone +31 (0)20 525 4292  
Date of Birth August 5, 1977  
Nationality Dutch



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## Working experience

- August 2008 - Present **Assistant Professor of Marketing**
- Strategy & Marketing Section, Amsterdam Business School, University of Amsterdam
- July 2003 – March 2008 **Ph.D. Candidate**
- Department of Marketing, Faculty of Economics and Business Administration, Maastricht University
  - Supervisors: Prof. Dr. J. Lemmink, Prof. Dr. N. Dawar, & Dr. H. Ouwersloot
  - Dissertation topic: Brand Synapse - The Impact of Fit Perceptions on Brand Alliance Evaluations
- March 2007 – Present **External Course Coordinator**
- Section Marketing, Erasmus School of Economics, Erasmus University Rotterdam
  - Course coordination & lectures, Master course Branding & Advertising
- September 2001 – June 2003 **Junior Lecturer**
- Department of Marketing, Faculty of Economics and Business Administration, Maastricht University
  - Teaching areas: Advertising & Marketing Communication, Branding, Consumer Behavior
- September 2000 – August 2001 **Part-time Junior Lecturer**
- Department of Organizational Science, Faculty of Economics and Business Administration, Maastricht University
  - Teaching areas: Organization Structure, Organizational Behavior
- September 1998 – March 2000 **Teaching Assistant**
- Department of Quantitative Economics, Faculty of Economics and Business Administration, Maastricht University
  - Teaching areas: Mathematics and Statistics for Business

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## Teaching experience

- Course development/coordination **University of Amsterdam**
- Consumer Behavior (Master course)
  - Branding (MBA course)

### **Maastricht University**

- Brand and Advertising Management (Bachelor course)
- Marketing Planning and Entrepreneurship (skills training)
- Marketing Consultancy (skills training)
- Data Analysis for Marketing Research (skills training)

### **Erasmus University Rotterdam**

- Advertising (Master course)
- Branding and Advertising (Master course)

### **University College Maastricht**

- Advertising: Marketing Communication of Brands (Bachelor course)

Master thesis supervision

- Topic areas: brand management, marketing communication and advertising
- Supervisor winning thesis DSM B2B Marketing Thesis Award 2004

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## **Education**

September 1995 – August 2001

### **Maastricht University**, Maastricht, the Netherlands

- Master's Degree in Economics, graduation option International Management, specialization Management & Marketing
- Master thesis: Service Hierarchy Effects on Brand Extension Evaluations

February 2000 – August 2000

### **Universität Regensburg**, Regensburg, Germany

- Erasmus Student Exchange Program
- Subjects: Strategisches Management, Qualitätsmanagement, Organisation, Wirtschaftssysteme in Deutschland

September 1989 – June 1995

### **Serviam Gymnasium**, Sittard, the Netherlands

- Subjects: Dutch, English, German, Latin, Mathematics, Physics, Business Economics, General Economics

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## **Specialized courses**

October 2006

### **Design and Analysis of Experiments**

- Limperg Institute and Maastricht Accounting, Auditing & Information Management Research Center
- Advanced research course on experimental design and analysis

April 2004 – June 2004

### **Complex Cognition**

- Faculty of Psychology, Maastricht University
- Course on fundamentals of cognitive psychology

May 2004

### **Special Topics in Consumer Behavior**

- Faculty of Economics and Business Administration, Maastricht University
- Advanced course on consumer behavior

September 2003 – March 2004

### **Quantitative Research Methods in Business**

- Maastricht University & Technical University Eindhoven
- Course on quantitative research techniques in organizational science and marketing

May 2003 – June 2003

### **Advanced Marketing Research**

- Faculty of Economics and Business Administration, Maastricht University
- Course on multivariate statistics in marketing research

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## Publications

- Journal
- Lei, J., Pruppers, R., Ouwersloot, H., & Lemmink, J. (2004), Service intensiveness effects and brand extension evaluations, *Journal of Service Research*, 6, 3, p. 243-255
- Conference proceedings
- Pruppers, R., Dawar, N., & Ouwersloot, H. (2007). Which Fit do Consumers use in Composite Brand Extensions? *Advances in Consumer Research*, 34, pp. 507-508.
  - Pruppers, R., Ouwersloot, H., & Lemmink, J. (2005). Fit Types in Composite Brand Extensions, *Conference Proceedings OSU Brand Alliance Research Conference*, Stillwater, Oklahoma
  - Pruppers, R., Ouwersloot, H., & Lemmink, J. (2005). Survival of the Fittest: The Multi-faceted Role of Fit in Co-branding. *Advances in Consumer Research*, 32, p. 245.
  - Pruppers, R., Ouwersloot, H., & Lemmink, J. (2009). *Alliance for 'All Access': Using Ingredient Branding to Gain Access to Unrelated Product Categories*, Conference Proceedings 38<sup>th</sup> EMAC conference, Nantes, France
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## Miscellaneous

- Review activities
- Text book:
    - Blythe, J. (2006). *Principles and Practice of Marketing* (1 ed.). London: Thomson Learning.
  - Ad hoc reviewer for Journal of the Academy of Marketing Science (2006)
- Board/committee functions
- Treasurer Foundation Amani (2008-present)
    - Charitable organization supporting underprivileged families in Nyeri (Kenya) in the areas of health, education, and primary necessities of life
  - Treasurer Management Consultancy Day (1999)
    - Information and recruitment day for Management Consultancy
  - Treasurer Study Association Argyris (1998-1999)
    - Faculty association for students Organizational Science and Management
  - President Faculty Introduction Committee (1997)
    - Responsible for organizing the introduction week for first year students
  - Vice-President Study Association E.F.M. Alfa (1996-1997)
    - Faculty association for Bachelor students
- Language skills
- Fluent in Dutch, English, German
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