



**Martin Wetzels, PhD**

Professor – Speciality: Marketing

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## ACADEMIC EXPERIENCE

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- 2021- **Full Professor of Marketing**  
 Department of Marketing, EDHEC Business School, Lille Campus, France
- 2006-2021 **Full Professor in Marketing and Supply Chain Research**  
 School of Business and Economics, Maastricht University, The Netherlands.
- 2001-2006 **Full Professor in Marketing**  
 Faculty of Technology Management, Eindhoven University of Technology,  
 The Netherlands.
- 2000-2001 **Associate Professor**  
 School of Business and Economics, Maastricht University, The Netherlands.
- 1998-2000 **Assistant Professor**  
 School of Business and Economics, Maastricht University, The Netherlands.
- 1994-1998 **PhD, School of Business and Economics**  
 Maastricht University, The Netherlands.

## EDUCATION EXPERIENCE

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Prof. Dr. Wetzels has been able to work with a wide variety of educational formats in Bachelor, Master, Research Master, PhD and MBA courses. Maastricht University uses a problem-based learning (PBL) approach to education across the Bachelor and (Research) Master, while Eindhoven University of Technology employs a more traditional educational format with lectures and group work to assist in the learning process. He has taught a broad portfolio of marketing (management), innovation management and methodological courses at the Bachelor and Master level at both schools. Moreover, he has also gained experience teaching mainly methodological courses at the PhD level. Furthermore, he has been active in MBA, or post-graduate, teaching both at Eindhoven University of Technology (MBM, which mainly focused on practitioners with an engineering background) and Maastricht University (PGE/UMIO). He has served the School of Business and Economics as Head of Department (2011-2015) Director MSc programmes (2018-2020) and Scientific Director of the Education Institute (2020-2021).

## RESEARCH EXPERIENCE

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Prof. Dr. Martin Wetzels' research interests focus on a number of related areas: services marketing and management, marketing research and analytics, digital marketing (internet, mobile and social media), innovation management, relationship management and supply chain management. His work has resulted in more than 100 articles in international journals, such as, *MIS Quarterly*, *Journal of Marketing*, *Management Science*, *Journal of Operations Management*, *Journal of Consumer Research*, *Accounting, Organizations and Society*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Service Research*, *Long Range Planning*, *Industrial Marketing Management*, *Journal of Product Innovation Management*, *Journal of Consumer Psychology*, *Journal of Management Studies*, *Journal of Business Research*, *Psychology and Marketing*, *Marketing Letters*, *European Journal of Marketing*, and *International Journal of Research in Marketing*. He has contributed more than 130 papers to conference proceedings and presentations. His work has been cited over 25000 times and obtained an h-index of 58 (i10-index: 117) and g-index of 158 using Publish or Perish software version 7.28 based on Google Scholar to obtain the citation data. On the basis of these indices an hg-index of 95.73 can be calculated as a geometric mean of the h-index and g-index. Soutar et al. (2015) report that a full professor with an hg-index of 56 is in the top 1% on the basis of a Google Scholar benchmark for the top 500 universities in USA, Canada, UK, New Zealand and Australia. A recent article in PLOS Biology (Ioannidis et al. 2020) included him in the top 2% of scientists worldwide according to citation impact. He serves on the editorial review board of ten leading, international journals. Finally, he is currently serving as associate editor for the *Journal of Product Innovation Management* and as co-editor for the *Journal of Service Research*.

## TOP PUBLICATIONS

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Villarroel-Ordenes, F., Mahr, D., De Ruyter, K., Wetzels, M., Ludwig, S., and Grewal, D. (2019). Cutting through Content Clutter: How Speech and Image Acts Drive Consumer Sharing of Social Media Brand Messages. *Journal of Consumer Research*, 45(5), 988-1012.

Aguirre-Lopez, E., Grewal, D., Mahr, D., Ruyter, K. de & Wetzels, M. (2018). The Effect of Review Writing on Learning Participation in Channel Partner Programs. *Journal of Marketing*, 82(2), 64-84.

Villarroel-Ordenes, F., Ludwig, S., Ruyter, K. de, Grewal, D. and Wetzels, M. (2017). Unveiling What Is Written in the Stars: Analyzing Explicit, Implicit and Discourse Patterns of Sentiment in Social Media. *Journal of Consumer Research*, 43(6), 875-894.

Ludwig, S., Ruyter, J.C. de, Mahr, D., Wetzels, M.G.M., Brügger, E.C. and Ruyck, T. de (2014). Take Their Word for it": The Symbolic Role of Linguistic Style Matches in User Communities. *MIS Quarterly*, 38(4), 1201-1217 (**Top 10 Key Publication, School of Business and Economics, Self-Assessment Report of Research 2008-2014, June 2015**).

Laer, T. van, Ruyter, K. de, Visconti, L. and Wetzels, M. (2014). The Extended Transportation-Imagery Model: A Meta-Analysis of the Antecedents and Consequences of Consumers' Narrative Transportation. *Journal of Consumer Research*, 40(5), 797-817.

Vanpoucke, E., Vereecke, A and Wetzels, M. (2014). Developing Supplier Integration Capabilities for Sustainable Competitive Advantage: A Dynamic Capabilities Approach. *Journal of Operations Management*, 32(7/8), 446-461.

Ludwig, S., Ruyter, J.C. de, Brügger, E.C., Pfann, G. and Wetzels, M.G.M. (2013). More than Words: The Influence of Affective Content and Linguistic Style Matches in Online Reviews on Conversion Rates. *Journal of Marketing*, 77(1), 87-103 (**Awarded with Emerald Citation of Excellence Award 2016**).

Becker, J.-M., Klein, K. and Wetzels, M.G.M. (2012). Hierarchical Latent Variable Models in PLS-SEM: Guidelines for Using Reflective-Formative Type Models. *Long Range Planning*, 45(5), 359-394.

Wetzels, M., Schröder, G. and Oppen, C van (2009). Using PLS Path Modeling for Assessing Hierarchical Construct Models: Guidelines and Empirical Illustration. *MIS Quarterly*, 33(1), 177-195.

Schepers, J. and Wetzels, M. (2007). A Meta-Analysis of the Technology Acceptance Model: Investigating Subjective Norm and Moderation Effects. *Information & Management*, 44(1), 90-103 (**listed in Essential Science Indicators' "highly cited papers" as Top 1% cited in discipline**).