FREDERIK BEUK

June 2013

OFFICE ADDRESS
University of Akron
Department of Marketing, room 305
259 South Broadway Street
Akron, OH, 44325-4804
330-972-7903
beuk@uakron.edu

ACADEMIC POSITIONS

Fall 2011 - present	Assistant Professor of Marketing University of Akron

EDUCATION

2006 – 2011	Ph.D. in Business Administration (Marketing) University of Illinois at Chicago Thesis: "The effect of concern for reputation on sales effort during new product launch"
1995 – 2001	LL.M. (masters) in Law Erasmus University Rotterdam Thesis: "Brand and Fraud - Comparison between the legal consequences of civil actions and criminal prosecution in the case of counterfeited products and brand piracy"
1995 – 2000	M.Sc. in Economics Erasmus University Rotterdam Thesis: "Out-of-stock! Out-of-business? - Consumer responses to out-of-stock situations of the preferred brand and the influence of four retailer initiated response strategies"
1999 (May - July)	MBA courses in Food Marketing and International Marketing (8 credit hours), Michigan State University
1999 (Jan - May)	MBA courses with a focus on Marketing (20 credit hours), Georgia State University

HONORS, AWARDS AND DOCTORAL CONSORTIA

2013	CBA University Service Excellence Award, $1500
2013	Outstanding Faculty Coach World Collegiate Sales Open, $500
2012-2013	Faculty Coach of 2nd prize winner of World Collegiate Sales Open
2011-2012	Faculty Coach of 1st prize winner of World Collegiate Sales Open
2010	Winner of PDMA Research Forum best student paper award

FREDERIK BEUK

2010	ISBM Dissertation Competition Finalist
2010	Best Paper Proceedings, Academy of Management Annual Meeting
2010	ISBM Ph.D. B2B Research Camp at Harvard Business School
2006 – 2010	Liautaud Graduate Fellowship, University of Illinois at Chicago
2009	AMA-Sheth Doctoral Consortium fellow at Georgia State University
2008	Dissertation Support Grant from NP Learning, $15,000

PEER REVIEWED PUBLICATIONS

- **Beuk, Frederik**, Alan J. Malter, Jelena Spanjol, John Cocco (2014), "Financial Incentives and Salesperson Time Orientation in New Product Launch: A Longitudinal Study," *Journal of Product and Innovation Management*, *forthcoming*
- Plouffe, Christopher R., Yvette Holmes-Nelson and **Frederik Beuk** (2013), "Testing an Enhanced, Process-Based View of the Sales Process," *Journal of Professional Selling and Sales Management* 33(2), 141-164.
- Luczak, Cheryl A., Waldemar Pfoertsch, **Frederik Beuk**, Jennifer D. Chandler (2007), "InBranding: Developing a conceptual model," *Academy of Marketing Studies Journal* 11(2), 123-135.

WORK IN PROGRESS

- "The Moderating Effect of New Product Creativity on Consensus and Performance." Together with Linda M. Orr. Being repositioned for *Strategic Management Journal*.
- "The Impact of Salesperson's Concern for Reputation on Sales Effort." Together with Alan Malter and Jelena Spanjol. Manuscript being prepared for *Journal of Marketing*.
- "The Predictive Validity of Creative Problem Solving Styles on Innovation Performance." Together with Tim Basadur. Pre-tests completed, ready to start data collection.
- "Regulatory Focus: From Personality Construct to Firm Characteristic." I hypothesize that firms, like individuals, possess a specific regulatory focus that drives whether firms attempt to increase the chance of success of their strategy execution, or attempt to reduce the chance of failure of their strategy execution. The conceptual framework for this manuscript is developed and measures are ready for pre-testing, targeted for the *Journal of Marketing Research*.
- "Methodological Consequences of Using Online Panel Based Survey Data." With the increase in popularity of online panels, existing measures to indicate problems in survey data (e.g. low response rates, differences between early & late responder response patterns) become obsolete. Moreover, online panels introduce new risks, such as professional test takers. In this study I address these challenges and compare the results from an online panel with a traditional list of non-panel respondents. Half of the data set for this paper is based on data from study 1 of my dissertation. The manuscript will be targeted for *Marketing Letters*.

FREDERIK BEUK

CONFERENCE PRESENTATIONS AND PUBLICATIONS IN PROCEEDINGS

- Linda M. Orr, Frederik Beuk and Hyeong-Gyu Choi (2012), "The Moderating Effect of Creativity on Consensus and Performance: A Moderated Polynomial Regression Model," *American Marketing Association Summer Educators' Conference,* August 2012, Chicago, IL.
- Beuk, Frederik (2011), "The Effect of Concern for Reputation on Sales Effort during New Product Launch," *American Marketing Association Winter Educators' Conference,* February 2011, St. Austin, TX.
- Beuk, Frederik (2010), "The Effect of Concern for Reputation on Sales Effort during New Product Launch," *PDMA - Annual International Conference 2010 Research Forum*, October 2010, Orlando, FL. The paper was awarded the PDMA best student paper award.
- Basadur, Tim, Frederik Beuk and Javier Monllor (2010), "Regulatory fit: How individuals progress through the stages of the creative process," *Academy of Management*, August 2010, Montreal, Canada. The paper was invited to be published in the conference's best papers proceedings (top 10%).
- Beuk, Frederik (2009), "The Effect of Salesperson Reputational Concern on The Sales Effort For New Product Launches," *PDMA - Annual International Conference 2009 Research Forum*, October/November 2009, Anaheim, CA. Abstract published in the *33rd Annual International Conference Proceedings*, 136-139.
- Basadur, Tim and Frederik Beuk (2009), "Creativity as a Multi-Stage Process Motivated by Regulatory Mode Orientation," *Academy of Management*, August 2009, Chicago, IL.
- Beuk, Frederik (2009), "Is There More Between Compliance and Exit? Response Strategies to Changes in Environmental Rules and Regulations," *American Marketing Association Winter Educators' Conference*, February 2009, Tampa, FL.
- Beuk, Frederik (2008), "The Impact of Rules and Regulations on Green Innovations," *Marketing and Public Policy Doctoral workshop*, May 2008, Villanova, PA.
- Beuk, Frederik and Jelena Spanjol (2007), "Organizational Culture, Organizational Orientation, and SBU Innovativeness," *PDMA - Innovation Connection 2007 Research Forum*, September 2007 - Orlando, FL. Abstract published in the *31st Annual International Conference Proceedings*, 133-135.
- Spanjol, Jelena and Frederik Beuk (2007), "The Early Bird Gets the Worm: Assessing Performance in the Front End of Innovation (FEI)," *PDMA - Innovation Connection 2007 Research Forum*, September 2007 - Orlando, FL. Abstract published in the *31st Annual International Conference Proceedings*, 303-306.
- Luczak, Cheryl A., Waldemar Pfoertsch, Jennifer Chandler, Frederik Beuk and Jian Su (2007), "InBranding: Development of a Conceptual Model," *2007 Allied Academies' Spring International Conference*, April 2007 - Jacksonville, FL. Distinguished Research Award Winner.

FREDERIK BEUK

PROFESSIONAL PUBLICATIONS

- Beuk, Frederik and Haisu Zhang (2010), "Realizing Opportunities for Profitable Growth," *Marketing Science Institute Conference Summary*, no. 10-302
- Beuk, Frederik (2009), "Innovation Center links Corporate America with the classroom," *PDMA Visions Magazine*, 33(2), 16-17.
- Beuk, Frederik (2008), "2007 PDMA Research Forum," *PDMA Visions Magazine*, 32(1), 30.

DUTCH PUBLICATIONS (NON PEER REVIEWED)

- Marcel van Aalst, Frederik Beuk and Laurens Sloot (2010), "Shelf Power: New Academic Insights on Supermarket Shelf Impact," EFMI Business School, ISBN 978-90-77015-315.
- Beuk, Frederik and Marcel van Aalst (2007), "Heavy stuff for the food sector – analyses, insights and implications of the obesity problem in the Netherlands," EFMI Business School, ISBN 978-90-77015-261.
- Beuk, Frederik, Marcel van Aalst and Laurens Sloot (2006), "Innovation Insights," EFMI Business School, ISBN 978-90-77015-230.
- Beuk, Frederik, Joost van der Laan, Marcel van Aalst and Laurens Sloot (2001), "Online Food Retailing, an update," Erasmus Food Management Institute, ISBN 978-90-77015-049.
- Van der Laan, Joost, Laurens Sloot, Frederik Beuk and Marcel van Aalst (2000), "Electronic Marketplaces in the FMCG-sector," Erasmus Food Management Institute.
- Sloot, Laurens, Frederik Beuk, Irene van Berlo and Marcel van Aalst (2000), "Out-of-stock, out-of-business," Erasmus Food Management Institute.
- Van Aalst, Marcel, Laurens Sloot, Irene van Berlo and Frederik Beuk (1999), "Electronic commerce benchmark study," Erasmus Food Management Institute.

PROFESSIONAL ACADEMIC AFFILIATIONS

- American Marketing Association
- Product Development and Management Association

PROFESSIONAL EXPERIENCE

2001 – 2006 Various management roles at Unilever Netherlands, Mora Belgium (part of Unilever), Unilever Corporate Headquarters in the Netherlands and Unilever Chile. At Unilever's corporate center, I was a member of the Corporate Center Accounts Management Team (20 direct reports, €800 million in costs allocated). At Mora Belgium, I was a member of the factory's Management Team (3 direct reports, €40 million in sales).

FREDERIK BEUK

TEACHING INTERESTS

- Innovation Management / New Product Development
- Sales Management
- Marketing Research
- Food Marketing / Fast Moving Consumer Goods Marketing
- Retailing

TEACHING EXPERIENCE

Assistant Professor, Professional Selling, MKTG 275, University of Akron
- Fall 2012, 29 undergraduate students, **4.8 / 5.0**

Assistant Professor, Sales Management, MKTG 480, University of Akron
- Spring 2013, 23 undergraduate students, **4.1/ 5.0**
- Spring 2013, 19 undergraduate students, ***3.8 / 5.0***
- Fall 2012, 26 undergraduate students, **4.7 / 5.0**
- Fall 2012, 31 undergraduate students, **4.0 / 5.0**
- Spring 2012, 21 undergraduate students, **4.5 / 5.0**
- Spring 2012, 22 undergraduate students, **4.6 / 5.0**
- Fall 2011, 39 undergraduate students, **4.7 / 5.0**
- Fall 2011, 24 undergraduate students, **4.8 / 5.0**

Assistant Professor, Sales Management, MKTG 580, University of Akron
- Spring 2013, 4 MBA students, ***5.0 / 5.0***
- Spring 2012, 11 MBA students, **3.3 / 5.0**

Instructor, Marketing Research, MKTG 563, University of Illinois at Chicago
- Spring 2011, 11 MBA students, **4.5 / 5.0**

Instructor, Marketing Research, MKTG 462, University of Illinois at Chicago
- Spring 2011, 44 undergraduate students, **4.2 / 5.0**
- Fall 2010, 27 undergraduate students, teaching evaluation **4.0 / 5.0**
- Spring 2010, 45 undergraduate students, teaching evaluation **3.9/5.0**

Instructor, Introduction to Retailing, MKTG 452, University of Illinois at Chicago
- Fall 2010, 45 undergraduate students, teaching evaluation **4.3 / 5.0**
- Summer 2010, 7 undergraduate students, teaching evaluation **4.4/5.0**
- Fall 2009, 30 undergraduate students, teaching evaluation **4.2/5.0**
- Summer 2009, 11 undergraduate students, teaching evaluation **4.9/5.0**
- Spring 2009, 47 undergraduate students, teaching evaluation **4.1/5.0**
- Fall 2008, 45 undergraduate students, teaching evaluation **4.1/5.0**

Instructor, New Venture Creation, ENTR 454, University of Illinois at Chicago
- Summer 2008, 12 undergraduate students, teaching evaluation **5.0/5.0**

Teaching assistant, Global Brand Management, Michigan State University
- Summer 1999, 30 MBA students

Teaching assistant, Brand Management, Rotterdam School of Management
- Spring 1998, 20 MBA students