

Curriculum Vitae Ernst C. Osinga

I. PERSONAL INFORMATION

Name: Osinga, Ernst Christiaan
Nationality: Dutch
Work address: Lee Kong Chian School of Business
Singapore Management University
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E-mail: ecosinga@smu.edu.sg
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II. EDUCATION

June 2011 PhD in Marketing (*cum laude*), University of Groningen, the Netherlands
“Pharmaceutical Marketing: Its Effects on Drug Sales and Beyond”
Aug 2005 Research Master Economics and Business (profile Marketing),
University of Groningen, the Netherlands

III. EMPLOYMENT

Jul 2019 – Associate Professor of Marketing (with tenure), Lee Kong Chian School of
Business, Singapore Management University, Singapore
Jul 2015 – June 2019 Assistant Professor of Marketing, Lee Kong Chian School of Business,
Singapore Management University, Singapore
Sep 2009 – Jul 2015 Assistant Professor of Marketing, Tilburg University, the Netherlands

IV. RESEARCH INTERESTS

Substantive areas:

- Online advertising
- (online) Retailing
- Digital Marketing
- Product Reviews
- Pharmaceutical marketing

- Marketing-finance interface
- Persistent and long-term marketing effects

Methodological areas:

- (non-linear) Kalman filtering, including stochastic volatility models
- Discrete choice models
- Hierarchical Bayesian models
- Field experiments
- Matching estimators
- Selection models

V. PUBLICATIONS

- Mooi, Erik, Ernst C. Osinga, and Carlos D. Santos (2022), "Collaboration Scope and Product Innovation in B2B Markets: Are There Too Many Cooks or Is It the Customer Who Spoils the Broth?," *European Journal of Marketing*, 56(3), 899-921.
- Osinga, Ernst C., Menno Zevenbergen, and Mark van Zijlen (2019), "Do Mobile Banner Ads Increase Sales? Yes, in the Offline Channel," *International Journal of Research in Marketing*, 36(3), 439-453.
- Lobschat, Lara, Ernst C. Osinga, and Werner Reinartz (2017), "What Happens Online Stays Online? – Segment-Specific Online and Offline Effects of Banner Ads," *Journal of Marketing Research*, 54(6), 901-913.
- George, Gerard, Ernst C. Osinga, Dovev Lavie, and Brent Scott (2016), "Big Data and Data Science Methods for Management Research," *Academy of Management Journal*, 59(5), 1493-1507.
- Osinga, Ernst C., Peter S.H. Leeftang, Shuba Srinivasan, and Jaap E. Wieringa (2011), "Why Do Firms Invest in Consumer Advertising with Limited Sales Response? A Shareholder's Perspective," *Journal of Marketing*, 75(1), 109-124.
- Osinga, Ernst C., Peter S.H. Leeftang, and Jaap E. Wieringa (2010), "Early Marketing Matters: A Time-Varying Parameter Approach to Persistence Modeling," *Journal of Marketing Research*, 47(1), 173-185.
- Osinga, Ernst C. (2017), "State Space Models," pp. 149-171. In: *Advanced Methods for Modeling Markets*, editors: Leeftang, Peter S.H., Jaap E. Wieringa, Tammo H.A. Bijmolt, and Koen E. Pauwels. Springer. ISBN 978-3-3195-3467-1.
- Wieringa, Jaap E., Ernst C. Osinga, Enar Ruiz Conde, Peter S.H. Leeftang, and Philip Stern (2014), "Modeling the Effects of Promotional Efforts on Aggregate Pharmaceutical Demand: What We Know and Challenges for the Future," pp. 591-628. In: *Innovation and Marketing in the Pharmaceutical Industry*, editors: Min Ding, Jehoshua Eliashberg, Stefan Stremersch. Springer. ISBN 978-1-4614-7800-3.
- Osinga, Ernst C. (2011), "Pharmaceutical Marketing: Its Effects on Drug Sales and Beyond," Doctoral Dissertation, University of Groningen, ISBN 978-90-367-4961-9.

VI. CASES

- Timperio Experiments With Generative AI In Advertising: New Frontiers In Creative Campaigns*, Qi Yu, Sandeep R. Chandukala, Ernst C. Osinga, Havovi Joshi, Sheetal Mittal, Lipika Bhattacharya. (2025). SMU-25-0007. <https://ccx-shop.smu.edu.sg/products/timperio-experiments-with-generative-ai-in-advertising-new-frontiers-in-creative-campaigns>
- Nike's Consumer Direct Offense Strategy: A Hit Or A Miss?* Ernst C. Osinga, Sandeep R. Chandukala, Sheetal Mittal. (2025). SMU-24-0037. <https://ccx-shop.smu.edu.sg/products/nike-s-consumer->

direct-offense-strategy-a-hit-or-a-miss
State Property Jewellery: Going for Gold with a Search Engine Optimisation (SEO) Strategy, Ernst C. Osinga and CW Chan, 2023, SMU-23-0023. <https://cmp.smu.edu.sg/case/5936>,
Who is the Right Influencer? A Social Network Analysis, Ernst C. Osinga, Sandeep R. Chandukala, and Lipika Bhattacharya, 2023, SMU-23-0010. <https://cmp.smu.edu.sg/case/5836>.
Iuiga's Challenge: Is Omni-channel Worth it?, Sandeep R. Chandukala, Ernst C. Osinga, and Sheetal Mittal, 2020, SMU-20-0029. <https://cmp.smu.edu.sg/case/4536>.

VII. TEACHING EXPERIENCE

LKCSB – Singapore Management University

2025 –	Marketing Analytics (MSc. in Management)
2022 –	Digital Marketing Strategy (MBA)
2022 –	Marketing Analytics (Bachelor of Business Management)
2017 –	Empirical Marketing Models I (PhD)
2015 –	Pro-seminar (PhD)
2021 – 2023	Digital Marketing (Blended Master of Science in Management)
2015 – 2022	Marketing Research (Bachelor of Business Management)
	• Course Coordinator
2015 – 2016	Marketing Models II (PhD)

Tilburg University

2010 – 2015	Marketing Information Management (MSc. Marketing)
2009 – 2014	Research Methods for Economics and Business (Bsc.)
2009 – 2015	Supervisor/co-reader Bachelor and Master theses
2009 – 2012	Marketing Accountability, CentER Honours Programme (Bsc.)
2009 – 2012	Marketing Models (CentER Research Master)

University of Groningen

2005 – 2009	Advanced Market Research (Msc. BA)
2005 – 2009	Field Course Marketing (Msc. BA)
2005 – 2009	Marketing Model Building (Msc. BA)
2005 – 2009	Supervisor Master theses (Msc. BA)
2007 – 2008	Tutorial Kalman Filtering (part of PhD course)
2006 – 2008	Marketing for Econometrics (Bsc. Econometrics)
2006 – 2007	Marketing Research Practice (Bsc. BA)
2005 – 2006	Marketing 2 (Bsc. BA)

VIII. PHD SUPERVISION AT SMU

2022 –	Chua Ko Hwee Joyce (chair)
2020 – 2025	Zeng Qingli (co-chair)
2020 – 2025	Rahul Narnindi (chair)
2020 – 2025	Wang Yichen (member)
2018 – 2024	Jiang Junqiu (member)
2016 – 2021	Koh Peng Yam Alfred (chair)

IX. GRANTS AND HONORS

- *ABRI Grant*, “Consumers’ Response to Synthetic Accented Voices in Advertising”, 2025-2026
- *ABRI Grant*, “The Impact of Image Distinctiveness on Consumer Search Behavior: Insights from the ASEAN Region”, 2024-2025
- *SMU Internal Research Grant, MOE Academic Research Fund Tier 1*, “The Role of Comparison Sites in the Purchase Funnel,” SGD 14,958, 2017-2018.
- *SMU Internal Research Grant, MOE Academic Research Fund Tier 1*, “To display or not to display?: An online retailer’s dilemma,” SGD 20,811, 2016-2017.
- *Veni Grant*, "How Generic and Over-the-Counter Drugs Affect Societal Costs: A Dynamic Perspective," 3-year grant worth 250,000 euro, awarded by The Netherlands Organisation for Scientific Research (NWO) for the research project, 2012-2015.
- *MSI Research Grant*, “The Effects of Pharmaceutical Direct-to-Consumer Advertising: A Shareholder’s Perspective,” \$6000, MSI research grant in the “Marketing Strategy Meets Wall Street” research competition, 2007.
- *Invited Faculty member, AMA-Sheth Foundation Doctoral Consortium*, Alliance Manchester Business School, University of Manchester, Manchester, June 11-14, 2024.
- *Dean’s Teaching Honour List, LKCSB, SMU*
 - Term 2, 2024 – 2025
 - Term 2, 2023 – 2024
 - Term 2, 2022 – 2023
 - Term 1, 2021 – 2022
 - Term 1, 2020 – 2021
 - Term 1, 2019 – 2020
 - Term 1, 2018 – 2019
- *Dean's Teaching Honour List Top 20 Faculty Members*, Term 1, 2017 – 2018, LKCSB, SMU.
- *Dean’s Impact Award*, LKCSB, SMU, 2017. Award recognizing research that positively impacts firms in the Singapore region.
- *Panelist, INSEAD-Wharton Job Market Panel*, INSEAD-Wharton Doctoral Consortium, Dec. 9, 2016.
- *Faculty member, EMAC Doctoral Colloquium*, ISCTE Business School, Lisbon, May 20-22, 2012.
- *Runner-up EMAC McKinsey Marketing Dissertation Award 2012*. Award for best marketing dissertation written at a European university or business school. Evaluation criteria include: novelty, relevance, conceptual rigor, methodological rigor, quality of expression, and potential impact.
- *Winner "Marketing Wetenschapsprijs 2012"* (Marketing Science Award). Award for best marketing dissertation written at a Dutch university. Evaluation criteria included the scientific level, contribution to the marketing profession, and practical relevance.
- *Selected for the "Meet the Editors of JM, IJRM, JCR, JMR and MS" Young Marketing Faculty Publishing Workshop*, ESCP Europe / FNEGE, Paris, January 17-20, 2011.
- *Consortium Fellow, AMA Sheth Foundation Doctoral Consortium*, The Robert J. Trulaske, Sr. College of Business, University of Missouri, June 4-8, 2008
- *Winner SOM Essay Competition 2007*
The paper “Exploring Determinants of International Stock Market Integration: A Multidimensional Scaling Approach” (together with T. Poghosyan)

obtained the SOM award for the best multidisciplinary essay of the SOM Research School, University of Groningen.

- *Nomination Teacher of the Year Award*. Marketing Model Building, University of Groningen, 2006-2007.

X. (INVITED) SEMINARS AND CONFERENCE PRESENTATIONS

- Kingston University, AGCM, virtual seminar, May 17, 2023, “Keeping The Doctor Away: The Impact of Prescription-to-OTC Drug Switches on Competitor Drug Prices.”
- Asia Retail Leaders Conference, Singapore Management University, Singapore, November 14, 2019, “Online Ads to Boost Offline Sales?”
- EMAC Conference 2019, University of Hamburg, Hamburg, Germany, May 28-May 31, “Do Mobile Banner Ads Increase Sales? Yes, in the Offline Channel.”
- Aalto University School of Business, Helsinki, Finland, May 14, 2019, “In-site Display Advertising.”
- University of Chinese Academy of Sciences (UCAS), Beijing, China, April 15, 2019, “In-site Display Advertising.”
- EMAC Conference 2018, University of Strathclyde, Glasgow, UK, May 29-June 1, organizer and chair, special session “Consumer Decision Making in a Digital World.”
- Launch Retail Center of Excellence, Singapore Management University, Singapore, October 10, 2017, “In-Site Display Advertising: A New Business Model.”
- INFORMS Marketing Science Conference 2017, University of Southern California, Los Angeles, June 7-10, 2016, “The Effects of In-site Display Advertising.”
- INFORMS Marketing Science Conference 2016, Fudan University, Shanghai, China, June 16-18, 2016, “Technological Collaboration with Customers: Driver or Consequence of Product Innovation?”
- University of Muenster, Muenster, Germany, April 29, 2015, “The Effects of Mobile Display Ads on Online and Offline Sales.”
- KU Leuven, Leuven, Belgium, February 18, 2015, “What Happens Online Stays Online? Within- And Cross-Campaign Effects of Banner Advertising on Offline Sales.”
- Marketing Strategy Meets Wall Street Conference 2015, Lee Kong Chian School of Business, Singapore Management University, Singapore, January 8-10, 2015, “Display Advertising Targeting Strategies: To Prospect, Retarget, or Do Both?”
- Free University, Amsterdam, the Netherlands, August 27, 2014, “Low Basket Prices or High Discounts: What Drives Consumer Store Choice?”
- Lee Kong Chian School of Business, Singapore Management University, Singapore, May 27, 2014, “How Can Banner Ads Help Firms Which Mainly Sell Offline? – Within- and Cross-campaign Effects of Banner Advertising on Offline Sales.”
- University of Mannheim, Mannheim, Germany, March 20, 2014, “Low Basket Prices or High Discounts: Which Drive Consumer Store Choice?”
- Hamburg-Cologne Marketing Camp 2014, Hamburg, Germany, January 6, 2014, “Low Basket Prices or High Discounts: Which Drive Consumer Store Choice?”
- Eindhoven University of Technology, ITEM, Eindhoven, the Netherlands, December 12, 2012, “Online Advertising for Offline Retail.”
- EMAC Conference 2012, ISCTE Business School, Lisbon, Portugal, May 22-25, 2012, “Pharmaceutical Marketing: Its Effects on Drug Sales and Beyond.”

- BI Norwegian Business School, Oslo, Norway, February 23, 2012, “How Generic Drugs Affect Brands Before and After Entry.”
- EMAC Conference 2011, Faculty of Economics, Ljubljana, Slovenia, May 24-27, 2011, “How Generic Drugs Affect Brands Before and After Entry.”
- ERIM Research Seminar, Rotterdam, the Netherlands, April 26, 2011, “How Generic Drugs Affect Brands Before and After Entry.”
- Tilburg X-mas Camp 2010, Tilburg, the Netherlands, December 16, 2010, “How Generic Drugs Affect Brands Before and After Entry.”
- University of Cologne, Cologne, Germany, May 21, 2010, “A Dynamic Model for Drugs Coming Off Patent.”
- EMAC Conference 2009, Audencia Nantes School of Management, Nantes, France, May 26-29, 2009, “A Functional Coefficient Model for Drugs Coming Off Patent.”
- Marketing Dynamics Conference, 2009, Waikato Management School, University of Waikato, Hamilton, New Zealand, January 4-6, 2009, “A Latent Class Goodwill Model for Drugs Coming Off Patent.”
- Erasmus School of Economics, Erasmus University Rotterdam, Rotterdam, the Netherlands, September 22, 2008, “Temporal Differences in Persistent Marketing Effects.”
- Tilburg University, Tilburg, the Netherlands, August 27, 2008, “Temporal Differences in Persistent Marketing Effects.”
- INFORMS Marketing Science Conference 2008, Sauder School of Business at the University of British Columbia, Vancouver, Canada, June 12-14, 2008, “The Effects of Consumer Advertising: A Shareholder's Perspective with Application to the Pharmaceutical Industry.”
- Joint Doctoral Seminar, University of Groningen and University of Münster, Münster, Germany, April 17, 2008, “The Effects of Pharmaceutical Direct-to-Consumer Advertising: A Shareholder's Perspective.”
- INFORMS Marketing Science Conference 2007, Lee Kong Chian School of Business at Singapore Management University, Singapore, June 28-30, 2007, “The mystery surrounding pharmaceutical DTC expenditures unraveled? DTC as a method for reducing systematic risk.”
- Marketing Dynamics Conference 2006, University of California, Los Angeles, August 23-25, 2006, “The Persistency of Marketing Effects over the Brand's Life Cycle.”
- INFORMS Marketing Science Conference 2006, Katz Graduate School of Business at University of Pittsburgh, Pittsburgh, June 8-10, 2006, “State Space Modeling: An Application in Pharma-Marketing.”

XI. REVIEWING ACTIVITIES

Academy of Management Journal, Journal of Marketing, Journal of Marketing Research, International Journal of Research in Marketing, Journal of Retailing, Journal of Business Research, Journal of Advertising Research (editorial board member), International Journal of Forecasting, EMAC Conference, AMA Summer Conference, AMA Winter Conference

XII. COMMITTEES, SERVICE, AND MEMBERSHIPS

2021 –	Coordinator PhD Programme in Marketing, LKCSB, SMU
2022 – 2024	Member SMU Faculty Senate

	• Member Executive Committee 2023 – 2024 • Chair Tenure and Promotions Committee 2021 – 2023
2020 – 2021	Chair Recruiting Committee Marketing Area, LKCSB, SMU
2017 – 2020	Brown Bag Seminar Coordinator, Marketing Area, LKCSB, SMU
2017 – 2020	Research Seminar Coordinator, Marketing Area, LKCSB, SMU
2015 – 2022	Course Coordinator, Marketing Research, LKCSB, SMU
2015 –	Panelist various accreditation committees, LKCSB, SMU
2009 –	Member American Marketing Association (AMA)
2013 – 2015	Member Database Committee, Tilburg University
2010 – 2015	Member CentER ICT Research Committee, Tilburg University

XIII. PROFESSIONAL SERVICES AND COLLABORATIONS

Expert witness (Court of Amsterdam), Blue Mango Interactive, Bol.com, Finnair, GfK Netherlands/Singapore, IKEA Singapore, Iuiga, KPN, NTUC FairPrice, PropertyGuru, Sephora, State Property, Tiger Brokers, Trilations, Zalora

XIV. VOLUNTEER WORK

2018 – 2020	<i>South Central Community Family Service Centre</i> Weekly tutoring sessions and homework support for children from lower income families
2016 – 2017	<i>National Parks, Singapore</i> Planting and maintenance work at the Spice Garden in Fort Canning Park