

Mirjam A. Tuk

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EMPLOYMENT

2019 -	Associate Professor of Marketing, Rotterdam School of Management, Erasmus University
2017 - 2019	Associate Professor of Marketing, Imperial College Business School
2011 - 2017	Assistant Professor of Marketing, Imperial College Business School
2014 - 2019	Visiting Professor, Rotterdam School of Management, Erasmus University
2009 - 2014	Visiting Professor, INSEAD
2009 - 2011	Assistant Professor (with tenure), Department of Marketing Communication and Consumer Psychology, University of Twente
2008 - 2009	Post- Doctoral Researcher, Department of Marketing, Faculty of Economics and Business, University of Groningen

EDUCATION

2002 - 2008	Ph.D. (Marketing), Rotterdam School of Management, Erasmus University
1999 - 2002	M.Sc. Social Psychology, University of Amsterdam (<i>Cum Laude</i>)
1998 - 1999	B.Sc., Psychology, University of Amsterdam (<i>Cum Laude</i>)

PUBLICATIONS

- M. A. Tuk, S. Prokopec, & B. Van den Bergh. "Do Versus Don't: The Impact of Framing on Goal Level Setting." *Journal of Consumer Research*, accepted for publication
- M.A. Tuk, P.W.J. Verlegh, A. Smidts & D.H.J. Wigboldus (2019). "You and I Have Nothing in Common: The Role of Dissimilarity in Interpersonal Influence." *Organizational Behavior and Human Decision Processes*, 151, 49-60.
- D. Zhao, M. Corsetti, M. Moeini-Jazani, N. Weltens, M. A. Tuk, J. Tack, L. Warlop, L. Van Oudenhove (2019). "Defecatory Urge Increases Cognitive Control and Intertemporal Patience in Healthy Volunteers." *Neurogastroenterology and Motility*, 31(7), e13600
- S. Sweldens, M.A. Tuk, & M. Hütter (2017). "How to Study Consciousness in Consumer Research, A Commentary on Williams and Poehlman." *Journal of Consumer Research*, 44(2), 266-275.
- M.A. Tuk, K. Zhang, & S. Sweldens (2015). "The Propagation of Self-control: Self-control in One Domain Simultaneously Improves Self-control in Other Domains." *Journal of Experimental Psychology: General*, 144 (3), 639-654.
- P.W.J. Verlegh, G. Ryu, M.A. Tuk & L. Feick (2013). "Receiver Responses to Rewarded Referrals: The Motive Inferences Framework." *Journal of the Academy of Marketing Science*, 41, 669-682. (Equal authorship)
- P.C. Verhoef, K. Pauwels & M.A. Tuk (2012). "Assessing Customer Evaluation and Revenue Consequences of Component Sharing Across Brands in the Vertical Product Line." *Journal of Product Innovation Management*, 29 (4), 559-572.
- M.A. Tuk, D. Trampe & L. Warlop (2011). "Inhibitory Spill-Over: Increased Urinating Urgency Facilitates Impulse Control in Unrelated Domains." *Psychological Science*, 22 (5), 627-633.
- M.A. Tuk, P.W.J. Verlegh, A. Smidts & D.H.J. Wigboldus (2009). "Sales and Sincerity: The Role of Relational Framing in Word-of-Mouth Referral." *Journal of Consumer Psychology*, 19 (1), 38-47.

M.A. Tuk, P.W.J. Verlegh, A. Smidts & D.H.J. Wigboldus (2009). "Interpersonal Relationships Moderate the Effect of Faces on Person Judgments." *European Journal of Social Psychology*, 39 (5), 757-767.

CONFERENCE PROCEEDINGS & PRESENTATIONS

(*presenter)

M. A. Tuk, S. Prokopec, & B. Van den Bergh (2020). "What You Do Versus Don't: The Impact of Framing on Goal Level Setting." In: Association for Consumer Research, forthcoming

M. A. Tuk, S. Prokopec, & B. Van den Bergh (2020). "What You Do Versus Don't: The Impact of Framing on Goal Level Setting." *Proceedings of the 49th EMAC conference*.

M.A. Tuk*, S. Prokopec & B. Van Den Bergh (2019). "Resting on Imagined Laurels: A Self-Concept Maintenance Perspective of Goal-Setting". *La Londe Conference in Marketing Communications and Consumer Behavior, La-Londe-Les-Maures, France*.

Luca, Ruxandra, Tuk, Mirjam A and Eisingerich, Andreas B (2016) [*The role of visual attention in product selection*](#). In: Association for Consumer Research, October 27-29, Berlin, Germany.

Luca, Ruxandra, Tuk, Mirjam A and Eisingerich, Andreas B (2016) [*The role of visual attention in product selection*](#). In: European Marketing Academy, May 24-27, 2016, Oslo.

M.A. Tuk*, P. Verlegh, A. Smidts & D.H.J. Wigboldus (2015). "The Informational Value of Dissimilarity in Interpersonal Influence." Presented at the *Association for Consumer Research Conference, New Orleans*.

M.A. Tuk*, P. Verlegh, A. Smidts & D.H.J. Wigboldus (2015). "The Informational Value of Dissimilarity in Interpersonal Influence." *La Londe Conference in Marketing Communications and Consumer Behavior, La-Londe-Les-Maures, France*.

M.A. Tuk*, K. Zhang & S. Sweldens (2013). "Reconciling Ego Depletion and Inhibitory Spillover in Self-Control: The Role of Task Simultaneity." *La Londe Conference in Marketing Communications and Consumer Behavior, La-Londe-Les-Maures, France*.

- M.A. Tuk*, K. Zhang & S. Sweldens (2013). "Self-Control Spillover: Suppressing One Impulse Facilitates Simultaneous Control in Unrelated Domains." *Proceedings of the Association for Consumer Research Conference, 40*, 858-859.
- M.A. Tuk*, K. Zhang & S. Sweldens (2012). "Self-Control Spillover: Suppressing One Impulse Facilitates Simultaneous Control in Unrelated Domains." *International SCP Conference, Florence, Italy*.
- M.A. Tuk*, D. Trampe & L. Warlop (2011). "Inhibition Spillover: Sensations of Peeing Urgency Lead to Increased Impulse Control in Unrelated Domains." *Advances in Consumer Research, Proceedings of the Association for Consumer Research Conference, 38*, 575-576.
- M.A. Tuk*, D. Trampe & L. Warlop (2010). "Inhibition Spillover: Sensations of Peeing Urgency Lead to Increased Impulse Control in Unrelated Domains." *TIBER conference in Economics & Psychology, Tilburg (The Netherlands)*.
- M.A. Tuk*, P.W.J. Verlegh, A. Smidts & D.H.J. Wigboldus (2009). "The Dark Side of Persuasion Attempts: The Impact of Social Categorization on Persuasion Effectiveness." *Advances in Consumer Research, 35*, 596-597.
- B. De Langhe, S. Sweldens, S.M.J. van Osselaer & M.A. Tuk (2009). "The Emotional Information Processing System is Risk Averse: Ego-depletion and Investment Behavior." *Advances in Consumer Research, 35*, 604-605.
- M.A. Tuk*, P.W.J. Verlegh, A. Smidts & D.H. J. Wigboldus (2007). "The Benefit of the Doubt? The role of Trustworthiness in Different Relationship Types." *Society for Consumer Psychology Conference*.
- M.A. Tuk*, P.W.J. Verlegh, A. Smidts & D. H. J. Wigboldus (2006). "I Don't Trust You, But I Buy What You're Saying." *Proceedings of the 35th EMAC conference - Athens (Greece)*.
- M.A. Tuk*, P.W.J. Verlegh, A. Smidts & D.H.J. Wigboldus (2005). "Activation of Salesperson Stereotypes Affects Perceptions of Word-of-Mouth Referral." *Advances in Consumer Research, 32*, 256-257.
- M.A. Tuk*, A. Smidts, P.W.J. Verlegh & D. H. J. Wigboldus (2005). "An Interesting Study on Persuasion: The Role of Source Perception and Ulterior Motives in Interpersonal Influence." *Proceedings of the 34th EMAC conference - Milan (Italy)*.

P.W.J. Verlegh, C. Verkerk, M.A. Tuk & A. Smidts (2004). "Customers or Sellers? The Role of Persuasion Knowledge in Customer Referral." *Advances in Consumer Research*, 31, 304-305.

M.A. Tuk*, A. Smidts, P.W.J. Verlegh & D.H.J. Wigboldus (2004). "Understanding "Streetwise" Consumers: The Role of Persuasion Knowledge in Consumer Behavior." *17th EMAC Colloquium for Doctoral Students in Marketing, Murcia (Spain)*.

TEACHING EXPERIENCE

- Business Simulation
- Research Design (Research Master) 2015-2018
- Consumer Behaviour (MSc, Research Master, PhD) 2013, 2015, 2017- 2019
- Marketing Strategy (MSc) 2013
- Marketing Analytics (MSc) 2012-213
- Marketing Communication (MSc) 2010-2011
- Psychology of Advertising (MSc) 2010
- Consumer Behaviour & Research Methodology (Pre MSc) 2009 - *Dean's list for excellence in teaching*
- Master & Bachelor Thesis Supervision 2004 - 2011, 2019-

HONORS AND GRANTS

- 2011 IgNobel Award for the paper "Inhibitory Spill-Over: Increased Urinating Urgency Facilitates Impulse Control in Unrelated Domains." *Psychological Science*
- Dean's list for excellence in teaching "Consumer Behaviour & Research Methodology" (2010, University of Groningen).
- AMA Doctoral Consortium Fellow, 2006, Maryland

INVITED RESEARCH PRESENTATIONS

Tilburg University, The Netherlands, December 2016

University of Reading, UK, August 2014
Goethe University Frankfurt am Main, Germany, May 2013
University of Leuven, Belgium, March 2013
EDHEC, France, January 2013
Massachusetts Institute of Technology, US, September 2011
Harvard University, US, September 2011 (IgNobel Ceremony)
Imperial College Business School, UK, March 2011
National University of Singapore, Singapore, March 2011
University of Leuven, Belgium, November 2010
INSEAD, France, November 2010
ESSEC Business School, France, November 2010
ESCP Europe, France, November 2010
CASS Business School, UK, June 2009
IESEG Business School, France, June 2009
Rouen School of Business, France, May 2009
HEC Business School, France, March 2009
University of Groningen, The Netherlands, August 2007

I've given various research presentations to a non-academic audience in the context of my IgNobel Award, among others at the IgNobel Show at Imperial College (March 2012), at the "Imperial Festival" (May 2013), and at the "IgNobel Night" in Leiden, The Netherlands (2012, 2014).

MEDIA COVERAGE

My work has received very extensive media coverage. It was featured in newspapers all over the world (e.g., *The Guardian*, *The Telegraph*, *The Huffington Post*, *Vancouver Sun*, *Suddeutsche Zeitung*, *The Times of India*).

It also appeared in a wide variety of other media, for example *BBC radio*, *CNN*, *MSNBC*, *Scientific American*, *National Geographic*, *Fox*, *Newsweek*, *Cosmopolitan* and *Men's Health*.

It was the main focus of a 3-page cover story titled "How, and When to Make a Decision" in *The Economist – Intelligent Life*.

A documentary covered my work at *France5*, the French public science channel (more than 7 minutes coverage, see

<https://www.youtube.com/watch?v=VoayNrj3LeY>).

I was mentioned in the 7th season of the popular sitcom "*Big Bang Theory*" (20 million viewers in the US, 2nd most popular program of the season)

<http://megashare.info/watch-the-big-bang-theory-season-7-episode-19-online-Tnpnd05nPT0>