

PERSONALIA

Name: Arianne Janke van der Wal
Occupation: PhD student Sustainable Marketing & Consumer Behaviour
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WORK EXPERIENCE

- 2013 - present: PhD student Sustainable Marketing and Consumer Behaviour at the Center for Marketing Leadership, a collaboration between the Marketing Department at Vrije Universiteit and marketing consultancy firm VODW
- Promotor: Ruud Frambach
 - Co-promotors: Femke van Horen, Amir Grinstein, Isolde Schram
- 2012 - 2013: Researcher, Amsterdam Global Change Institute, Vrije Universiteit Amsterdam
- Developing and running a study to test the effect of sustainable relational gifts on company reputation (trade article publication)
- 2012 - 2013: Researcher, Faculty of Psychology and Education, Vrije Universiteit Amsterdam
- Assisting in the “Groene schoolpleinen project” by systematic processing and analysing of research data, assisting in an fMRI lab, and coding video-recorded behavioural data
- 2012 - 2013: Researcher for the project “wij2030” of VUConnected and Trouw
- Developing a T(oekomst)-test for readers of Trouw, analysing research data and reporting/presenting of the results
- 2011 - 2012: Internship public information officer / policy employee, parliamentary group of GroenLinks, The Hague
- Responsible for adequate public information and careful preparation of policy documents
- 2008: Research Assistant, Faculty of Psychology and Education, Vrije Universiteit Amsterdam
- Assisting in a longitudinal study investigating relationships by systematic processing and analysing of research data

EDUCATION

- 2010 - 2012: Research Master Social Psychology, Vrije Universiteit, Amsterdam
Cum Laude Master of Science degree (8.5 on average)
- 2007 - 2010: Bachelor Psychology, Vrije Universiteit, Amsterdam
Cum Laude Bachelor of Science degree (8.3 on average)
- 2003 - 2004: Soil, Water, Atmosphere, Wageningen University, Wageningen
Cum Laude results (8.2 on average)
- 2002 - 2003: Earth Sciences, University of Amsterdam, Amsterdam
Cum Laude Propaedeutic degree (8.0 on average)
- 2001 - 2007: Vocal Studies Classical Music, Royal Conservatoire, The Hague

AWARDS & GRANTS

2016:	Finalist ABRI Best PhD Paper Award
2014:	Transformative Consumer Research (1200 Euro)
2013:	Amsterdam Global Change Institute (5000 Euro)
2003:	Student Talent Award (1000 euro)

PUBLICATIONS

Journal articles

- Van der Wal, A. J., Van Horen, F. & Grinstein, A. Temporal myopia in sustainable behavior when facing uncertainty. *International Journal of Research in Marketing* (in press).
- Van der Wal, A. J., Van Horen, F. & Grinstein, A. (2016). The paradox of 'green to be seen': Green high-status shoppers excessively use (branded) shopping bags. *International Journal of Research in Marketing*, 33(1), 216-219.
- Van der Wal, A. J., Schade, H.M., Krabbendam, L. & Van Vugt, M. (2013). Do natural landscapes reduce future discounting in humans? *Proceedings of the Royal Society of London. Series B, Biological Sciences*, 280(1773).
- Engelhard, N. P., Van der Wal, A. J., & Van Vugt, M. (2013). Competitief altruïsme op de werkvloer: Een evolutionair psychologische benadering. *Gedrag en Organisatie*, 26, 292-309.

Internal reports

- Maas, J., Tauritz, R. L., Van der Wal, A. J., & Hovinga, D. (2013). Groene schoolpleinen: Een wetenschappelijk onderzoek naar de effecten voor basisschoolleerlingen. Amsterdam: VU University.

External reports

- Van der Wal, A. J. (2016). Duurzaamheid als statussymbool. *Marketing Tribune*, nr 5.
- Van der Wal, A. J. (2015). Mannelijke leiders zijn prehistorisch. *Marketing Tribune*, nr 11.
- Van der Wal, A. J. (2014). Vijf lessen voor succesvolle duurzame marketing. *Marketingfacts*.
- Schram, I. & Van der Wal, A. J. (2014). Geven is ontvangen. *Tijdschrift voor Marketing*, nr 6.

CONFERENCE PRESENTATIONS

December, 2015	ASPO Conference, Amsterdam Presentation topic: Temporal myopia in sustainable behavior when facing uncertainty.
August, 2015	14th TIBER Symposium on Psychology and Economics, Tilburg Presentation topic: Temporal myopia in sustainable behavior when facing uncertainty.
June, 2015	La Londe Consumer Behavior Conference, La Londe les Maures Presentation topic: Tuning-in to our competitive nature: How gamification increases sustainable behavior.
May, 2015	EMAC 2015: Collaboration in Research, Leuven Presentation topic: Tuning-in to our competitive nature: How gamification increases sustainable behavior.
December, 2014	ASPO Conference, Groningen Presentation topic: Tuning-in to our competitive nature: How gamification increases sustainable behavior.

August, 2014	13th TIBER Symposium on Psychology and Economics, Tilburg Presentation topic: Tuning-in to our competitive nature: How gamification increases sustainable behavior.
July, 2014	17th General Meeting of the European Association of Social Psychology (EASP), Amsterdam Presentation topic: Do natural landscapes reduce future discounting in humans?
May, 2013	Taking it to the streets: Symposium regarding self-control beyond the lab, Amsterdam Presentation topic: Nature and its role in temporal discounting
September, 2012	11th International People Plant Symposium, Venlo Presentation topic: Nature and its role in future discounting

PRESS COVERAGE

- Zo voorkomen we dat zzp'ers de armen van de toekomst worden, *Vrij Nederland*, May 2015
- Interview (YouTube) "Taking the future into account", Prosocial Progress Foundation, May 2014
- Brains & Business, *Tijdschrift voor Marketing*, April 2014
- Interview about sustainable consumer behaviour, Radio 5 Nikon, January 2014
- Groen remt impulsief gedrag, *Parool*, December 2013
- Leef in het nu, maar kijk ook vooruit, *Trouw de Verdieping*, November 2012

INVITED TALKS

- Presentation about sustainable marketing at Sales Management Club, November 2017
- Providing a master class about survey design at VODW, February 2017
- Presentation about gamifying sustainability, college tour C4ML, September 2016
- Presentation about sustainable marketing at Social Enterprise Boost Camp, June 2015
- Guest speaker at Live #2: Radicaal duurzaam klimaatbeleid, De Oplossers, February 2015
- Presentation about pension and marketing at Delta Lloyd, July 2014
- Presentation at Vrienden van Gijsbrecht van Aemstel park, February 2014
- Research Seminar at EVSOP meeting Vrije Universiteit Amsterdam, October 2013

TEACHING

2013 - present:	Supervising (part-time and full-time) Master Thesis Students
2015 - 2017	Experimental Research (master course)
2016 - 2017:	Guest lecture Applied Social Psychology (master course)
2016 - 2017:	Guest lecture Marketing Sustainable Innovations (bachelor course)
2015 - 2016:	Business Research Methods Quantitative (bachelor course)
2015 - 2016:	Supervising Bachelor Thesis Students
2012 - 2013:	Research Seminar I (master course)
2012 - 2013:	Advanced Business Research Methods Quantitative (bachelor course)

PROFESSIONAL TRAINING

October, 2016	Doctoral Consortium, Association for Consumer Research, Berlin
October, 2015	Workshop The next step in valorisation, Innovation exchange Amsterdam, AMC, UvA-HvA & VU-VUmc
Spring, 2015	Lean Scientist Course, Climate-KIC, University of Utrecht
December, 2014	Doctoral Seminar on Consumer Research, EIASM EDEN, Brussels

PROFESSIONAL MEMBERSHIP

2016 - present:	Association for Consumer Research
2015 - present:	European Marketing Academy
2014 - present:	Associatie van Sociaal-Psychologische Onderzoekers
2014 - present:	European Association of Social Psychology
2013 - 2017:	Amsterdam Business Research Institute

ACADEMIC SERVICE

2015 - 2016:	Member of Application Board hiring lab assistants, Faculty of Economics and Business Administration
2015 - 2016:	PhD representative for the Research Assessment of the Faculty of Economics and Business Administration
2014 - 2015:	Reviewer for Gedrag & Organisatie
2011 - 2012:	Member of the Education Committee Research Program, Faculty of Psychology and Education, Vrije Universiteit Amsterdam
2010 - 2011:	Member of the Faculty Student Council, Faculty of Psychology and Education, Vrije Universiteit Amsterdam
2007 - 2008:	Member of the Board of Section Research in Psychology of the Dutch Association of Psychologists