

## Kim Willems

### PERSONALIA

Name: Willems  
First name: Kim  
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1050 Brussels  
Tel.: 0032 2 629 18 79  
E-mail: kim.willems@vub.ac.be  
Date of Birth: 11 October 1983  
Place of Birth: Hasselt  
Gender: F  
Nationality: Belgian

### EDUCATION

2014: **ZAP Teaching professionalization program**  
VUB (January – December 2014)

2007 – 2012: **PhD Applied Economics – ‘Differentiation Strategy in Retailing’**  
⇒ **Joint PhD Vrije Universiteit Brussel & Hasselt University**  
Promotors: Prof. Dr. M. Brengman (VUB) & Prof. Dr. G. Swinnen (UHasselt);  
Co-promotors: Prof. Dr. W. Janssens (UHasselt) & Prof. Dr. S. Streukens (UHasselt)  
Successfully defended in public on 29 May 2012  
⇒ **Various seminars on research techniques and –instruments**  
(a.o. in the Doctoral School of Human Sciences at the Vrije Universiteit Brussel)

2011: **Partial Least Squares in Marketing Research**  
IESEG School of Management (15-16 December), Lille (FR)

2009: **Advanced Methods of Market Research II**  
7 credit course (210h.) in the Master of Science in Marketing Analysis  
Ghent University

2009: **Research Methods in Marketing**  
European Institute for Advanced Studies in Management  
EIASM Eden seminar (15-19 June), Brussels

2009: **Nonlinear Multivariate Analysis and Multidimensional Scaling**  
Gesis Leibniz-Institut für Sozialwissenschaften (9-13 March), Köln (DU)

2007: **Introduction to SAS**  
Ghent University (8-11 October)

2001 – 2006: **Business Engineer (Applied Economics) – Specialization Marketing**  
Limburgs Universitair Centrum – Hasselt University, Diepenbeek

### RESEARCH OUTPUT

#### Journal articles

Brengman, M., Willems, K. & Joye, Y. (2012) The impact of greenery on customer behavior, *Psychology & Marketing*, 29 (11), 807-821.

Willems, K., Janssens, W., Swinnen, G., Brengman, M., Streukens, S. & Vancauteren, M. (2011) From Armani to Zara: Impression formation based on fashion store patronage, *Journal of Business Research*, 65, 1487-1494.

Willems, K. & Swinnen, G. (2011) Am I cheap? Testing the role of store personality and self-congruity in discount retailing, *The International Review of Retail, Distribution and Consumer Research*, 21 (5), 1-27.

Willems, K., Swinnen, G., Janssens, W., & Brengman, M. (2011) Fashion store personality: Scale development and relation to self-congruity theory, *Journal of Global Fashion Marketing*, 2 (2).

Joye, Y., Willems, K., Brengman, M. & K. Wolf (2010) The effects of urban retail greenery on consumer experience: Reviewing the evidence from a restorative perspective, *Urban Forestry & Urban Greening*, 9 (1), 57-64.

Brengman, M. & K. Willems (2009). Determinants of fashion store personality. A Consumer Perspective, *Journal of Product & Brand Management*, 18 (5), 346-355.

#### Book chapters

Joye, Y., Poels, K. & Willems, K. (2011) ‘Evolutionary Store Atmospherics’ – Designing with evolution in mind. In: G. Saad (Ed.) *Evolutionary Psychology in the Business Sciences* (pp. 289-317), Heidelberg Berlin: Springer, ISBN-10: 3540927832, ISBN-13: 978-3540927839.

Willems, K. & Swinnen, G. (2012) ‘Retailing in Belgium: A managerial perspective’. In: T. Rudolph et al. (Eds.) *European Retail Research*, Vol. 26 Issue I (in press). Heidelberg, Berlin: Springer Verlag.

### Conference presentations

- \* Willems, K., Lauriers, R., Schöning, J., Krüger, A., Ploetz, T., Jackson, D., & Olivier, P. (2014). Augmenting the servicescape with ubiquitous interactive surfaces: Fibreshelf technology. AMA Servsig International Service Research Conference, American Marketing Association Services Marketing Special Interest Group, 13-15 June, Thessaloniki Greece.
- \* Willems, K., Leroi-Werelds, S., & Swinnen, G. (2014). Creating service value: A cross-retail format study of Holbrook's typology, AMA Servsig International Service Research Conference, American Marketing Association Services Marketing Special Interest Group, 13-15 June, Thessaloniki, Greece.
- \* Demoulin, N., Willems, K., & Swinnen, G. (2014). Servic-escape! A cross-sectorial study on environmental shopping irritations, AMA Servsig International Service Research Conference, American Marketing Association Services Marketing Special Interest Group, 13-15 June, Thessaloniki, Greece.
- Demoulin, N., Willems, K., & Swinnen, G. (2014). Assessing the effect of store environment dimensions on customer irritation: a multi-setting empirical study, Congrès de l'Association Française du Marketing, 14-16 May, Montpellier, France.
- \* Douce, L., Willems, K., & Janssens, W. (2014). Bargain effectiveness in differentiated store environments: When a good deal goes bad, Shopper Marketing Conference: In-store, on-line, and mobile conference, 8-10 May, The Center for Retailing at the Stockholm School of Economics – AMA Retailing & Pricing SIG – and the Babson Retail Supply Chain Institute, Stockholm, Sweden.
- \* Willems, K., Lauriers, R., Schöning, J., Luyten, K., & Krüger, A. (2014). The shopper's path-to-purchase is paved with digital opportunities: An overview of technologies to augment the shopping experience, Shopper Marketing Conference: In-store, on-line, and mobile conference, 8-10 May, The Center for Retailing at the Stockholm School of Economics – AMA Retailing & Pricing SIG – and the Babson Retail Supply Chain Institute, Stockholm, Sweden.
- \* Willems, K. & Swinnen, G. (2013) Unique... Like everybody else: An examination of the differentiating role of store personality, 17<sup>th</sup> European Association for Education and Research in the Commercial Distribution (EAERCD), Valencia, Spain, 3-5 July 2013.
- \* Willems, K., Leroi-Werelds, S., & Streukens, S. (2012) Store personality as a source of customer value, Advances in Consumer Research (ACR), ACR North American Advances, Vol. 39, pp. 207, eds. Z. Gürhan-Canli, C. Otnes, & R. Zhu, Vancouver, Canada: Association for Consumer Research.
- \* Janssens, W., Willems, K. & Poels, K. (2012) Stress restoration in retailing, 41<sup>st</sup> 'European Marketing Conference' (EMAC), Lisbon, Portugal, 22 - 25 May 2012.
- Petermans, A., Willems, K., Janssens, W., & Van Cleempoel, K. (2011). Do you see what I see? The ecological validity of environmental simulations in customer retail experience research, 1<sup>st</sup> International Colloquium on Global Design and Marketing, Lincoln, UK, 8 - 9 December 2011 (presentation by A. Petermans).
- \* Willems, K. & Swinnen, G. (2011) Am I cheap? Testing the role of store personality and self-congruity in discount retailing, 15<sup>th</sup> European Association of Education and Research on Commercial Distribution (EAERCD), Parma, Italy, 29 June – 1 July 2011.
- \* Willems, K., Swinnen, G., Janssens, W., & Brengman, M. (2010) Fashion store personality: Scale development and relation to self-congruity theory, Global Marketing Conference, Korean Academy of Marketing Science, Tokyo, Japan, 9 - 12 September 2010.
- \* Willems, K., Janssens, W., Swinnen, G., Brengman, M., Streukens, M. & Vancauteran, M. (2010) From Armani to Zara: Impression formation based on fashion store patronage, Global Marketing Conference, Korean Academy of Marketing Science, Tokyo, Japan, 9-12 September 2010.
- Brengman, M., Willems, K. & Mikolajczak-De Grauwe, K. (2010) Determinants of grocery store personality. A consumer perspective, 17<sup>th</sup> international conference on Recent Advances in Retailing and Services Science, European Institute of Retailing and Services Studies (EIRASS), Istanbul, Turkey, 2-7 July 2010 (presentation by M. Brengman) .
- \* Brengman, M., Willems, K. & Joye, Y. (2009) The Impact of In-Store Vegetation: The Moderating Role of Environmental Complexity, ES Navorsingsdag, Faculteit Economische, Politieke en Sociale Wetenschappen & Solvay Business School, Vrije Universiteit Brussel, 18 September, Brussel (poster presentation).
- \* Brengman, M., Willems, K. & Joye, Y. (2009) The moderating role of environmental complexity on the impact of vegetation in the store environment, 15<sup>th</sup> Conference of the European Association for Education and Research in Commercial Distribution (EAERCD), University of Surrey – Guildford (UK), 15 - 17 July 2009.
- \* Willems, K. & G. Swinnen (2008). 'From successful differentiation in retailing to store equity', PhD Research in Business Economics and Management (PREBEM) Conference, NOBEM – The Netherlands Organization for Researchers in Business Economics and Management, Amersfoort (the Netherlands), 10 November 2008.
- \* Brengman, M. & K. Willems (2008). 'Determinants of fashion store personality. A consumer perspective', 4<sup>th</sup> international colloquium of the Academy of Marketing's Brand, Corporate Identity and Reputation Special Interest Group, Goizueta Business School – Emory University, Atlanta, GA, 12 – 14 September 2008.
- Joye, Y., Willems, K. & M. Brengman (2008) 'An Inquiry into the Effects of Urban Retail Greenery on the Consumer Experience', COST Action E39 international conference on Forests, Trees, Human Health and Wellbeing, track 4: Evaluation in terms of Best practice and Economic contribution, Hamar-Elverum, Norway, 28-30 August 2008 (presentation by Y. Joye) .
- Brengman, M. & K. Willems (2008) 'Determining Fashion Store Personality Dimensions: An Exploratory Study Based on Repertory Grid Data and Grounded Theory', 15<sup>th</sup> international conference on Recent Advances in Retailing and Services Science, European Institute of Retailing and Services Studies (EIRASS), Croatia, 12 – 14 July 2008 (presentation by M. Brengman) .
- \* Willems, K. & M. Brengman (2007) 'Differentiatie strategie in de kleinhandel', ES Navorsingsdag, Faculteit Economische, Politieke en Sociale Wetenschappen & Solvay Business School, Vrije Universiteit Brussel, 19 September, Kasteel van Gaasbeek, abstract in proceedings, p. 37 .

(\* = Presentation by Kim Willems)

## TEACHING

### 2006-2007 (VUB)

- Marketing (ESP-BEDR-226a) (ESP-BEDR-226)
- Strategic Marketing Management (L'Oréal Brandstorm) (ESP-BEDR-12185)
- Master Theses & Bachelor Papers (co-promotor of 2 students TEW/Hi & Communication sciences) + reviewer (jury)

### 2007-2008 (VUB)

- Marketing
- Strategic Marketing Management (L'Oréal Brandstorm) (ESP-BEDR-12185)
- Marktonderzoek II (ESP-MOSI-11223)
- Master Theses & Bachelor Papers (co-promotor of 3 students TEW/Hi & Communication sciences) + reviewer (jury)

### 2008-2009 (UHasselt)

- Marketing
- Strategic Marketing (MARKSTRAT)
- Master Theses & Bachelor Papers (co-promotor of 3 students TEW/Hi) + reviewer (jury)

### 2009-2010 (UHasselt)

- Marketing
- Strategic Marketing (MARKSTRAT)
- Retailing
- Master Theses & Bachelor Papers (co-promotor of 3 students TEW/Hi) + reviewer (jury)

### 2010-2011 (UHasselt & Provinciale Hogeschool Limburg)

- Marketing
- Strategic Marketing (MARKSTRAT)
- Retailing
- Master Theses & Bachelor Papers (co-promotor of 10 students TEW/Hi & Communication sciences) + reviewer (jury)
- Guest lecture at PHL 'Consumentengedrag'
  - Bachelor students 'marketing': 15 February 2011 (coordinated course by Mr. Johan Danen).
  - Paper presentation 'From Armani to Zara: Impression formation based on fashion store patronage' & interactive workshop

### 2011-2012 (UHasselt & XIOS)

- Strategic Marketing (MARKSTRAT)
- Retailing
- Master Theses & Bachelor Papers (co-promotor of 6 students TEW/Hi) + reviewer (jury)
- Guest lecture in Marketing Communicatie: E-commerce and new media (May 2012)
- Guest lecture at XIOS 'Consumentenpsychologie'
  - Bachelor students 'marketing': 7 February 2012 (coordinated course by Ms. Leen Thijs).
  - Paper presentation 'From Armani to Zara: Impression formation based on fashion store patronage' & interactive workshop

### 2012-2013 (VUB)

- Strategic Marketing
- Consumentengedrag
- Marketing
- Advanced Marketing
- Master Theses & Bachelor Papers (promotor of 23 students TEW/Hi/BEDR/MAN(SC)) + reviewer (jury)

### 2013-2014 (VUB)

- Strategic Marketing
- Strategische Marketing (PULVINAR)
- Marketing
- Advanced Marketing
- Master Theses & Bachelor Papers (promotor of 37 students TEW/Hi/BEDR/MAN(SC)) + reviewer (jury)
- Guest lecture on 'Evolutionary store atmospherics' in post-academic course 'Advanced Retail Design': 12 November 2013 (coordinated by Prof. Dr. Wim Janssens & Dr. Katrijn Quartier, UHasselt - PXL)
- Guest lecture on 'Pervasive computing in retailing' in master course 'Human Computer Interaction': 27 February 2014 (coordinated by Prof. Dr. Karin Koninckx, UHasselt – EDM)

## ADDITIONAL CONTRIBUTIONS AND PARTNERSHIPS

### 2007-2008 (VUB)

- PR-Activity 'Woensdagworkshops' targeted at secondary school students (<http://www.vub.ac.be/infovoor/toekomstigstudenten/woensdagworkshops.html#kieren>)
- PR-Activity: 'Wetenschapsweek' targeted at secondary school students

**2008-2012 (UHasselt)**

- Liekos (alumni society UHasselt): Member of the board
- Member of the research- and reporting group in preparation of the 2011 Visitation commission of the BEW Faculty

**2008-2012 (VUB)**

- Voluntary Scientific Collaborator

**2008-present**

- Ad hoc reviewer for Journal of Product & Brand Management; International Review of Retail, Distribution and Consumer Research; Academy of Marketing Brand Identity SIG; Advances in Consumer Research; African Journal of Business Management

**2012-present (UHasselt)**

- Liekos (alumni society UHasselt): Member of the board
- Voluntary Scientific Collaborator

**2012-present (VUB)**

- Member of the doctoral advisory committee of drs. Fuseina Mahama (under supervision of Prof. dr. L. Vanhaverbeke)
- Member of the doctoral advisory committee of drs. Johan Hellemans (under supervision of Prof. dr. M. Brengman)
- Secretary of the educational board 'Management/Bedrijfskunde'
- Jury member of PhD Birgit Wauters
- Jury member of PhD Kalina Mikolajczak

**2013-present (VUB)**

- Supervisor of Joris Hindryckx' PhD
- Supervisor of Randy Lauriers' PhD
- Member of the doctoral advisory committee of drs. Bryan Cassady (under supervision of Prof. Dr. M. Brengman)
- Associate professor at the Brussels Diplomatic Academy (coordinated by Gunther Gaublomme)
- Educational Board VUB (Faculty ES back-up)

**2014-present (VUB)**

- Supervisor of Helena Van Kerrebroeck's PhD
- Member of the Reviewers Board of Journal of Product & Brand Management