



Ad de Jong

Ad de Jong is Professor of Marketing in the Marketing Group of Aston Business School, Aston University, Birmingham, UK.

His research focuses on sales innovation; service marketing; frontline marketing, frontline sales/service teams, and marketing research methods (multivariate statistics, such as multilevel regression analysis, multilevel growth modeling, PLS, data exploration).

He serves on the editorial review boards of the Journal of Service Research and the Journal of Personal Selling & Sales Management.

Selected publications:

- Ruth Stock-Homburg, Ad de Jong, and Nicolas Zacharias (2017): Frontline Employees' Innovative Service Behavior as Key to Customer Loyalty: Insights into FLEs' Resource Gain Spiral. *Journal of Product Innovation Management* 34 (2), pp. 223-245.
- Kiratli, K., F. Rozemeijer, K de Ruyter, and A. de Jong (2016): Climate setting in sourcing teams: Developing a measurement scale for team creativity climate *Journal of Purchasing and Supply Management* 22 (3), pp. 196-204.
- Van Donselaar K., J. Peters, A. de Jong, and R. Broekmeulen (2016): Analysis and Forecasting of Demand during Promotions for Perishable Items. *International Journal of Production Economics* 172, pp. 65-75
- Van der Borgh, Michel, Ad de Jong, and Ed Nijssen (2016): Alternative Mechanisms Guiding Salespersons' Ambidextrous Product Selling. *British Journal of Management*.
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- Heidi Romero, Remco Dijkman, Paul Grefen, Arjan van Weele, and Ad de Jong (2015): Measures of process harmonization. *Information and Software Technology* 63, pp. 31-43.
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- de Ruyter K., de Jong A., and M. Wetzels (2009): Antecedents and Consequences of Environmental Stewardship in Boundary-Spanning B2B Teams. *Journal of the Academy of Marketing Science* 37 (4) 470–487
- de Jong, A., M. Wetzels, and K. de Ruyter (2008): Linking Employee Perceptions of Collective Efficacy in Self-Managing Service Teams with Customer-Perceived Service Quality: A Psychometric Assessment. *Journal of Service Management*, 19 (3), 353-378. (highly commended award winner in 2009)
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