

## Appendix I: Curriculum Vitae

### Personal

Surname: Bartels  
First Name: Jos  
Address: Begoniastraat 9  
Postal Code/City: 2565 SP The Hague (Den Haag)  
Country: The Netherlands  
Mobile Phone: +31 6 5182 1761  
Google Scholar: <https://scholar.google.nl/citations?user=mmLi6Y8AAAAJ&hl=en>

Date of Birth: 29 September 1972  
Place of Birth: Venlo, The Netherlands  
Nationality: Dutch  
Driver's License: B

### Education

2002-2006 University of Twente (UT), Enschede, The Netherlands.  
PhD Thesis: Bartels, J. (2006) Organizational identification and communication: employees' evaluations of internal communication and its effects on identification at different organizational levels. *Unpublished doctoral thesis.*

1996-2000 University of Twente (UT), Enschede, The Netherlands.  
BSc and MSc in Communication Science (CW), Organizational and Marketing Communication.

1992-1997 Fontys University of Applied Sciences, Venlo, The Netherlands.  
BSc in Marketing.

### Experience

2017-present Research Associate, Henley Business School, University of Reading.  
External examiner (PhD theses). Researcher and strategic policy adviser for I-Will campaign UK: #iwill is a UK-wide campaign that aims to make social action part of life for as many 10 to 20 year-olds as possible by the year 2020. Through collaboration and partnership it is spreading the word about the benefits of youth social action, working to embed it in the journey of young people and create fresh opportunities for participation. The campaign is being coordinated by the charity Step Up To Serve, governed by an independent board and has cross-party support (<http://www.iwill.org.uk/>).

2016-present Assistant Professor in Communication Science, Tilburg University, Department of Communication and Cognition, Tilburg, the Netherlands.  
**Most important courses taught:** CSR Communication; Online Public Relations; Branding, Image and Identity. Supervision of BSc and MSc Theses. Guest lecturer, seminar on CSR Communication, University of Cambridge.  
**Research activities:** Quantitative studies on 1) organizational communication, media usage and organizational identification, 2) corporate social responsibility and environmental sustainability.  
**Review activities:** *British Journal of Management, European Journal of Marketing, Journal of Business Ethics, Computer in Human Behavior, Journal of Brand Management.*

**Consultancy activities:** Pre-tests and evaluation tests of new (internal) social media platform, Speakap ([www.speakap.com](http://www.speakap.com)) for several international retail companies.

- 2012-2016 Assistant Professor, Communication Science, Vrije Universiteit Amsterdam.  
**Most important courses taught:** Internal Communication and New Media, Online Public Relations, Public Relations and Reputation Management, Behaviour and Communication in Organizations, Research Master Course Network, Media and Culture, Supervision of Project Impact teams, Supervision of BSc and Premaster (40 students) and MSc Theses (50 students), Coordination of BSc and Premaster Theses (250 students).  
**Research activities:** Quantitative studies on 1) organizational communication, media usage and organizational identification, 2) corporate social responsibility and environmental sustainability. Organizer and Conference Chair 9<sup>th</sup> International Conference: Corporate Identity / Associations Research Group. VU University Amsterdam, 5-6 September 2014. Conference theme: “*Engaging stakeholders through authentic and distinctive corporate identities*”
- 2012-present Member editorial board *Journal of Brand Management*.
- 2011 Guest lecturer Master Communication Science, University of Amsterdam (UvA)  
**Course taught:** Strategic Communication in Organisations (3 months).
- 2007-2008 Assistant Professor, Research Methodology, Wageningen University and Research Centre (40%).  
**Most important courses taught:** Introduction to Research Methods, Social Scientific Analyses of Environmental Issues.
- 2006-2012 Senior Researcher, Consumer Behaviour, LEI, Wageningen UR.  
**Activities:** Project leader and senior researcher for the following: 1) Co-innovation project, ‘*Customer-company identification and marketing communication*’ (2007) 2) Knowledge-based project, ‘*Culture and identity in the food supply chain (2008-2011)*’ 3) EU FP6 project, ‘*ISA-fruit*’ on innovative fruit consumption behaviour (2006-2010) 4) National projects for the Dutch Ministry of Agriculture ‘*Gauging consumer and food*’ (2008-2010), “*Food Monitor*”. In addition, revised and published scientific peer reviewed articles, acquired a project for the EU FP7 program (2010-2013) for the Dutch Organization for Scientific Research, The Netherlands Organisation for Health Research and Development, and supervised Master’s Program students.
- 2001-2006 Assistant Professor, Organizational and Marketing Communication, University of Twente.  
**Most important courses taught:** Research Design, Research Practices, Corporate and Organizational Communication (including statistical research methods), Introduction to Marketing Communication, Marketing Communication and Consumer Behaviour, The Psychology of Persuasive Communication, and Communication Design.  
**Research activities:** PhD research explored the relationship between internal and external communication and the organizational identification of employees, their commitment to the organization, and their job satisfaction. **Review activities:** *British Journal of Management*, *Journal of Occupational and Organizational Psychology*, *Journal of Management Studies*, *Personnel Review*, *Human Relations*, *European Journal of Work and Organizational Psychology*, *International Journal of Hospitality Management*, *Journal of Brand Management*, *Cross Cultural Management: An International Journal*.
- 2000-2001 Policy Advisor, Research, Department of Public Relations, University of Twente (40%).  
**Activities:** Management, Strategic Counselling on Marketing Communication.

- 2000-2001 Lecturer, Organizational and Marketing Communication, University of Twente (60%).  
**Most important courses taught:** Communication and Organization, Psychology of Persuasive Communication, Organizational Communication.
- Research activities:** Qualitative and quantitative research on work stress and job satisfaction, qualitative research on the public perception of genetically modified foods.
- 1999-2000 Consultant, Organizational Communication, Department of Public Relations, University of Twente.  
**Activities:** Policy consulting on organizational structure, culture, and communication.
- 1998-1999 Consultant, Centre for Information Technology, University of Twente. **Activities:** Consulted about the development of an internal public relations strategy.

### Peer reviewed publications (international)

- Vanden Abeele et al. (2018). Does Facebook use predict college students' social capital? A replication of Ellison, Steinfield and Lampe's (2007) study using the original and more recent measures of Facebook use and social capital. Forthcoming *Communication Studies*, 69(3), 272-282.
- Vos, M., & Bartels, J. (2018). Putting words into action: Marketing organic products with existing brand associations. *International Journal of Marketing Studies*, 10(2), 1-15.
- Van Zoonen, W., Bartels, J., van Prooijen, A. M., & Schouten, A. P. (in press). Predicting online ambassadorship behaviors on Facebook and LinkedIn. Forthcoming *Computer in Human Behavior*, 87, 354-362. [ISI, Q1]
- Van Prooijen, A. M., Ranzini, G., & Bartels, J. (2018). Exposing one's identity: Social judgments of traits can influence employees' Facebook boundary management. *Computers in Human Behavior*, 78, 215-222. [ISI, Q1]
- Batenburg, A. E., & Bartels, J. (2017) Keeping Up Online Appearances: How Self-Disclosure on Facebook Affects Perceived Respect and Likability in the Professional Context. *Computers in Human Behavior*, 74, 265-276. [ISI, Q1]
- Du, S., Bartels, J., Reinders, M. J., & Sen, S. (2017). A Social Identification Perspective of Organic Consumption: A Cross-Country Investigation. *Food Quality and Preference*, 62, 190-198 [ISI, Q1]
- Schons, L. M., Scheidler, S., & Bartels, J. (2017). Tell me how you treat your employees! *Journal of Marketing Behavior*, 3(1), 1-37.
- Reinders, M. J., & Bartels, J. (2017). The role of brand equity and store image in the consumption of store and national brands: The case of green branding. *Journal of Brand Management*, 24, 68-85.
- Bartels, J., & Reinders M. J. (2016). Consuming apart, together. Multiple identities in sustainable consumer behaviour. *International Journal of Consumer Studies*, 40, 444-452. [ISI, Q3]
- Van 't Riet, J., Onwezen, M. C., Bartels, J., Van der Lans, I. A., & Kraszewska, M. (2016). Investigating the effects of marketing claims on the adoption of novel fruits and fruit products: A choice experiment. *Journal of Food Products Marketing*, 22(3), 332-349.
- Bartels, J., Reinders, M. J., & Van Haaster-de Winter, M. A. (2015). Perceived sustainability initiatives: retail managers' intrinsic and extrinsic motives. *British Food Journal*, 117(6), 1720-1736. [ISI, Q3]

- Onwezen, M. C., Bartels, J., & Antonides, G. (2014). Cultural differences in the self-regulatory function of anticipated pride and guilt: The case of environmentally-friendly consumer choices. *Journal of Environmental Psychology, 40*, 239-248. [ISI, Q1]
- Onwezen, M. C., Bartels, J. & Antonides, G. (2014). The self-regulatory function of anticipated pride and guilt in sustainable and health consumption. *European Journal of Social Psychology, 44*, 53-68. [ISI, Q2]
- Bartels, J., & Onwezen, M. C. (2014). Consumer willingness to buy products with environmental and ethical claims: the roles of social representations and social identity. *International Journal of Consumer Studies, 38*, 82-89. [ISI, Q3]
- Onwezen, M. C., Antonides, G., & Bartels, J. (2013). The Norm Activation Model: An exploration of the functions of anticipated pride and guilt in pro-environmental behaviour. *Journal of Economic Psychology, 39*, 141-153. [ISI, Q2]
- Onwezen, M. C., & Bartels, J. (2013). Development and cross-cultural validation of a shortened social representations scale. *Food Quality and Preference, 28*, 226-234. [ISI, Q1]
- Reinders, M. J., Bartels, J., & Backus, G. (2012). Market opportunities for sustainable foods: An investigation of the different roles of consumers and retailers, catering companies and brand manufacturers. *EAAP Scientific Series 133*(1), 57-66.
- Verain, M.C.D., Bartels, J., Dagevos, H., Sijtsema, S.J., Onwezen, M. C., & Antonides, G. (2012). Segments of Sustainable Food Consumers: A Literature Review. *International Journal of Consumer Studies, 36*, 123-132. [ISI, Q3]
- Bartels, J., & Hoogendam, K. (2011). The role of social identity and attitudes toward sustainability brands in buying behavior for organic products. *Journal of Brand Management, 18*, 697-708.
- Bartels, J., & Van den Berg, I. (2011). Fresh fruit and vegetables and the added value of antioxidants: Attitudes of non-, light, and heavy organic food users. *British Food Journal 113*(11), 1339-1352. [ISI, Q3]
- Onwezen, M. C., & Bartels, J. (2011). Which perceived characteristics make product innovations appealing to the consumer? A study on the acceptance of fruit innovations using cross-cultural consumer segmentation. *Appetite 57*(1), 50-58. [ISI, Q2]
- Bartels, J., & Reinders, M. J. (2011). Consumer innovativeness and its correlates. A propositional inventory for future research. *Journal of Business Research, 64*, 601-601. [ISI, Q1]
- Bartels J., & Reinders, M. J. (2010). Social identification, social representations, and consumer innovativeness in an organic food context: A cross-national comparison. *Food Quality and Preference, 21*, 347-352. [ISI, Q1]
- Fransen, M. L., Reinders, M. J., Bartels, J., & Maassen R. L. (2010). The influence of regulatory fit on evaluation and intentions to buy genetically modified foods: The mediating role of social identification. *Journal of Marketing Communications, 16*(1), 5-20.
- Bartels J., Peters, O., Jong, de M. D. T., Pruyn A. Th. H., & Van der Molen, M. (2010). Horizontal and vertical communication as determinants of professional and organizational identification. *Personnel Review, 39*(2), 210-226. **Outstanding Paper Award Winner at the Emerald Literati Network Awards for Excellence 2011.** [ISI, Q2-3]

- Bartels, J., Pruyn, A. Th. H., & De Jong, M. D. T. (2009) Employee identification before and after an internal merger: A longitudinal analysis. *Journal of Occupational and Organizational Psychology*, 82, 113-128. [ISI, Q1]
- Bartels, J., Pruyn, A. Th. H., De Jong, M. D. T., & Joustra, I. (2007). Multiple organizational identification levels and the impact of perceived external prestige and communication climate. *Journal of Organizational Behavior*, 28, 173-190. [ISI, Q1]
- Bartels, J., Douwes, R. M., De Jong, M. D. T., & Pruyn, A. Th. H. (2006). Organizational Identification During a Merger: Determinants of Employees' Expected Identification with the New Organization. *British Journal of Management*, 17, s49-s67. [ISI, Q1]

### **Peer-reviewed publications (national)**

- Bartels, J., Pruyn, A. Th. H., De Jong, M. D. T., & Joustra, I. (2007). Communicatieklimaat, externe waardering en organisatie-identificatie op verschillende organisatieniveaus. *Tijdschrift voor Communicatiewetenschap*, 35(3), 249-263. [ISI, Q4]

### **Work in progress**

- Bartels, J., & Arts, J. P. M. (in prep.). Which Islamic hat to wear – Social identification in Islamic branding. *To be submitted to Journal of Islamic Marketing*.
- Bartels, J., Croes, E. A. J., & Hong, A. P. C. I (in prep.). You buy what you click: trust and identification in online adolescents buying behaviour. *To be submitted to Journal of Interactive Marketing*.
- Bartels, J., & Ding, Y. (in prep.). Corporate social responsibility and online employee ambassadorship in China. Why perceived external prestige and employee identification matter. *To be submitted to Asia Pacific Journal of Management*.
- Bartels, J., Eringa, M., & Onwezen, M. C. (under review). CSR communications and social media: The roles of perceived external prestige and employee identification. *Under review at Journal of Public Relations Research*.
- Bartels, J., Reinders, M. J., Broersen, C., & Hendriks, S. (under review). When the ethical shoe fits: The delicacy of fair trade communication. *Under review at Journal of Business Research*.
- Bartels, J., Van Vuuren, H. A., & Ouwerkerk, J. W. (under review). My colleagues are my friends: the role of Facebook contacts in employee identification with the organization. *Revise and resubmit at Management Communication Quarterly*.
- Bartels, J., Van Zoonen, W., van Prooijen, A. M., & Schouten, A. P. (in prep.). Can I just shout or should I really listen? – The role of organizational Facebook communication in employees' electronic Word-of-Mouth. *To be submitted to Computers in Human Behavior*.
- Bartels, J., Steen, J., & Liebrecht, C. (in prep.). A decade of Conversational Human Voice: Systematic Literature Review and Propositions for Future Research. *To be submitted to Public Relations Review*.
- Money, K., Bartels, J., & Hillebrand, C. (in prep.). My significant others and me: Extrinsic and intrinsic determinants in volunteering in the UK. *To be submitted to Nonprofit and Voluntary Sector Quarterly*.
- Van Prooijen A. M., & Bartels J. (under review). Consumer perceptions of corporate sustainability intentions: Should non-environmental motives be acknowledged? *Under review at Journal of Public Relations Research*.

- Van Prooijen A. M., & Bartels J. (under review). Are brands only human, after all? The role of perceived brand traits in interactive CSR communication and consumer endorsements on Facebook. *Under review at Public Relations Review*.
- Van Prooijen A.M., & Bartels J. (in prep.). The impact of CSR motive attributions and moral value perceptions on organizational identification: A case study among Russian employees. *To be submitted to British Journal of Management*.
- Other scientific publications (international)**
- Bartels, J., & Backus, G. (2011). Food Balance - Why sustainable foods have a low market share. Determinants of consumption of sustainable and (un)healthy food products – recent findings. *Fleischwirtschaft International*, No. 5, September 2011.
- Bartels, J., Onwezen, M. C., & Kraszewska, M. (2010). *Deliverable 1.3.10. Guidelines for stimulating consumer innovative behaviour*. Scientific Report. Project no.: 016279, ISAFRUIT.
- Bakker, T., Benninga, J., Rakowska, J., & Bartels, J. (2010). *Deliverable 1.3.9 List of characteristics for future fruit innovations*. Scientific Report. Project no.: 016279, ISAFRUIT.
- Onwezen, M. C., Bartels, J., Kraszewska, M., Papoutsis, G., & Briz, T. (2010). *Deliverable 1.3.8 Cross-Cultural Consumer Segmentation on the Relevance of Product Characteristics for Fruit-Innovation Adoption*. Scientific Report. Project no.: 016279, ISAFRUIT.
- Bakker, T., Benninga, J., Rakowska, J., & Bartels, J. (2010). *Deliverable 1.3.7 Report on case studies of fruit innovations*. Scientific Report. Project no.: 016279, ISAFRUIT.
- Van't Riet, J., Onwezen, M. C., Bartels, J., Kraszewska, M., & Briz, T. (2010). *Deliverable 1.3.6, Investigating the effects of marketing claims on the adoption of innovative fruits and fruit products: A choice experiment*. Scientific Report. Project no.: 016279, ISAFRUIT.
- Onwezen, M.C., Bartels, J., Kraszewska, M., Papoutsis, G., & Briz, T. (2010). *Deliverable 1.3.5, Consumer acceptance of novel fruits and fruit products*. Scientific Report. Project no.: 016279, ISAFRUIT.
- Kraszewska, M., Bartels, J., & Onwezen, M. C. (2009). *Deliverable 1.3.4. Development of a questionnaire for a survey into consumer innovativeness in the context of novel fruits and fruit products*. Scientific Report. Project no.: 016279, ISAFRUIT.
- Kraszewska, M., & Bartels, J. (2008). A Theoretical Framework for Consumer Willingness to Adopt Novel Food. *Scripta Horticulturae*, 8, 27-40.
- Bartels, J., Groot, M., Kyriakidi, A., & Van der Lans, I. (2008). A qualitative analysis on trends in fruit consumption in four European countries. *Scripta Horticulturae*, 8, 19-25.
- Bartels, J., Van den Berg, I., Schreuder, S., Briz, T., Fernández Martínez, C., Kyriakidi, A., & Włodarczyk, A. (2008). *Deliverable 1.1.5: Trends in fruit consumption – summaries of expert interviews in Greece, the Netherlands, Poland and Spain*. Scientific Report. Project no.: 016279, ISAFRUIT.
- Groot, M. J., Benninga, J., Hennen, W., Schreuder, S. A. M. M., Lazaridis P., & Bartels, J. (2008). *Deliverable 1.1.6: Trends and impacts for future fruit consumption*. Scientific Report. Project no.: 016279, ISAFRUIT.
- Groot, M. J., Schreuder, S., Van der Wekken, J., & Bartels, J. (2007). *Deliverable 1.1.1: Quick scan of European fruit consumption*. Scientific Report. Project no.: 016279, ISAFRUIT.

Prosińska M., & J. Bartels (2007). *Deliverable 1.3.1: Theoretical framework on consumer innovativeness for fruit. Scientific Report*. Project no.: 016279, ISAFRUIT.

### **Other scientific publications (national)**

Bartels, J., Reinders, M. J., De Winter, M., & Grievink, J-W. (2011). *Voedselbalans 2011: Deel III - Aanbieders*. ISBN 978-90-8615-510-1.

Onwezen, M.C., Van 't Riet, J., & Bartels, J. (2011). *Voedselbalans 2011: Deel II - Consumenten*. ISBN 978-90-8615-508-8.

Onwezen, M.C., Bartels, J., Meeusen, M., Fischer, M., Ronteltap, M., (2011). *Denken, doen en duurzame voeding. Verschillen tussen consumentengroepen*. LEI-Rapport, 2010-60.

Onwezen, M. C., Bartels, J., Meeusen, M. J. G., & Fischer, A. R. H. (2010). *Voedselkwaliteits-waarden volgens de consument*. LEI-rapport 2010-041.

Bartels J., Onwezen M., Meeusen M., Rontertap M., Fischer M., Kole, A en Van Veggel R. (2009). *Eten van Waarde: Peiling Consument en Voedsel*. LEI-Rapport, 2009-059.

Bartels, J., & Van den Berg, I. (2008). *Perceptie van groente en fruit en de meerwaarde van inhoudsstoffen: een studie onder non-, light- en heavy-users van biologisch*. Wageningen: LEI Wageningen UR, 36.

Bartels, J., Hendriks, R., Ruyter, P., de Zeelenberg, A., Engelsman, V., Eichelsheim, C., Skoppek, H., & Schmidt, M. (2008). *Co-innovatie Triple P: integratie van marketingstrategie en personeelsbeleid*. Den Haag : LEI, pp. 93.

### **Conference papers and poster presentations (international)**

Bartels, J., Reinders, Machiel J. Broersen, C., & Hendriks, S. (2018). Communicating the fair trade Message: the roles of reputation and fit. *Presentation at the Global Marketing Conference 2018, 26-29 July, Tokyo*.

Van Prooijen, A. M., & Bartels J. (2018). The Role Of Perceived Brand Traits In Interactive CSR Advertising And Consumer Endorsements On Facebook. *Presentation at the Global Marketing Conference 2018, 26-29 July, Tokyo*.

Van Prooijen, A. M., & Bartels J. (2017). Consumer perceptions of corporate sustainability intentions: Should non-environmental motives be acknowledged? *Presentation at Winter Marketing Educators' Conference 17-19 February 2017, Orlando*.

Bartels, J., & Van Prooijen, A. M. (2016). Communicating CSR motives in consumers' company evaluations: The roles of customer-company identification and skepticism. *Presentation at the Global Marketing Conference 2016, 21-24 July 2016, Hong Kong*.

Reinders, M. J., & Bartels, J. (2016). The role of brand equity and store image in the consumption of store and national brands: The case of green branding. *Presentation at the Global Marketing Conference 2016, 21-24 July 2016, Hong Kong*.

Batenburg, A., & Bartels, J. (2016). Keeping Up Online Appearances: How Self-Disclosure on Facebook Affects Perceived Respect and Likability in the Professional Context. *Presentation at International Communication Association Conference, 9-13 June 2016, Fukuoka Japan*.

- Bartels, J., & Eringa, M. (2016). CSR communication and social media: Employees' perceived external prestige and their identification with the organization. *Presentation at Winter Marketing Educators' Conference 26-28 February 2016, Las Vegas.*
- Onwezen, M. Bartels, J., & Antonides, G. (2015). Environmentally friendly consumer choices: Cultural differences in the self-regulatory function of anticipated pride and guilt. *Presentation at Winter Marketing Educators' Conference 13-16 February 2015, San Antonio.*
- Vos, M., & Bartels, J. (2015). Being a Sustainable Market Leader The Role of Corporate Ability and Corporate Social Responsibility in Sustainable Branding. *Interactive Poster Session at Winter Marketing Educators' Conference 13-16 February 2015, San Antonio.*
- Bartels, J., Reinders, M. J., & Van Haaster-de Winter, M. (2014). Perceived sustainability: retail managers' motives. *Presentation at the Global Marketing Conference 2014, 15-17 July 2014, Singapore.*
- Reinders, M. J., & Bartels, J. (2014). Green branding: store brands versus national brands. *Presentation at the Global Marketing Conference 2014, 15-17 July 2014, Singapore.*
- Vos, M., & Bartels, J. (2014). A green reputation or market leadership? The role of corporate ability and corporate social responsibility in sustainable marketing. *Presentation at the Global Marketing Conference 2014, 15-17 July 2014, Singapore.*
- Bartels, J., & Sinnige, E.K. (2014). Consumer-Based Attitudes Towards CSR: Do you need to be green or ethical? *Presentation at Winter Marketing Educators' Conference 21-23 February 2014, Orlando.*
- Onwezen, M.C., Bartels, J., & Antonides, G. (2014). Self-Regulation of Sustainable Consumption by Anticipated Emotions. *Presentation at Winter Marketing Educators' Conference 21-23 February 2014, Orlando.*
- Bartels, J., Reinders, M. J., & Van Haaster-de Winter, M. (2013). Perceived sustainability initiatives: retail managers' intrinsic and extrinsic motives. *Presentation at the Winter Marketing Educators' Conference 2013, 15-17 February 2013, Las Vegas.*
- Reinders, M. J., Bartels, J., & Hoogendam, K. (2012). The roles of brand trust and brand equity in organic buying behavior: nationally certified labels versus food retail brands. *Presentation at the Global Marketing Conference, Seoul 19-21 July, 2012.*
- Bartels, J., Reinders, M. J., & De Winter, M. (2012). Sustainable behavior of Dutch retailers: the roles of market orientation, perceived external prestige and social identification. *Presentation at the Global Marketing Conference, Seoul 19-21 July, 2012.*
- Verain, M.C.D., Bartels, J., Dagevos, H., Sijtsema, S.J., Onwezen, M.C., & Antonides, G. (2011). Segments of Sustainable Food Consumers: A Literature Review. *In Proceedings of the 5th International Consumer Sciences Research Conference on Consumer Behaviour for a Sustainable Future, Bonn, Germany, 18-20 July, 2011. Bonn.*
- Bartels, J. Reinders, M. J., & De Winter, M.A. (2011). Sustainability behavior of Dutch supermarkets. The role of market orientation, perceived external prestige and social identification. *Presentation at 8th International Conference, Corporate Identity / Associations Research Group, September 8-10, 2011, Philadelphia.*
- Bartels, J. Reinders, M. J., & Hoogendam, K. (2011). The role of brand trust and brand equity in organic buying behavior. *Abstract and Poster Presentation Pangborn Sensory Science Conference, September 2011, Toronto, Canada.*



- Onwezen, M.C., Bartels, J., & Riet, J.P. van 't (2011). The gap between environmentally-friendly behaviour, and consumers' attitude and their social environment: The enforcing role of emotions. *Abstract and Poster Presentation Pangborn Sensory Science Conference, September 2011, Toronto, Canada.*
- Reinders, M. J., Bartels, J., & De Winter, M.A.(2011). The development and supply of sustainable fast-moving consumer goods: the role of retailers, catering companies and brand manufacturers. *Abstract and Poster Presentation Pangborn Sensory Science Conference, September 2011, Toronto, Canada.*
- Bartels, J., Hoogendam, K., & Reinders, M. J. (2011). The role of brand trust and brand equity in organic buying behaviour: National versus retail brands. *MAPP Workshop, May 2011, Middelfart, Denmark.*
- Bartels, J., & Onwezen, M.C. (2010). The role of cultural value dimensions and social identity in Triple Bottom Line marketing. *Proceedings of the 7th International Annual Conference of the Corporate Identity/Associations Research Group (CIARG) October 2010, Hannover, Germany.*
- Hoogendam, K., & Bartels, J (2010). The role of social identity and attitudes toward sustainability brands in buying behavior for organic products. *Congress Paper, Global Marketing Conference, September 2010, Tokyo, Japan.*
- Bartels, J., & Onwezen, M. C. (2010). Which characteristics make product innovations appealing to consumers? The acceptance of product innovations in a cross-cultural consumer segmentation study. *Presentation at the International Horticultural Congress, S07 Emerging Health Topics in Fruits and Vegetables, August 2010, Lisbon, Portugal.*
- Van't Riet, J., Onwezen, M., Bartels, J., Zajac, J., Kraszewska, M., Adamowicz, M., Fernandez, C., & Briz, J. (2010). Investigating the effects of marketing communication on the adoption of innovative fruit products: a choice experiment. *Presentation at the International Horticultural Congress, S11 ISAFRUIT, August 2010, Lisbon, Portugal.*
- Bartels, J, Onwezen, M. C., Van der Lans, I., Kraszeswka, M., Adamowicz, M., Drichoutis, A., & Lazaridis, T. (2010). Consumer innovativeness and the acceptance of fruit innovations: Which characteristics make new fruit products appeal to the consumer? *Presentation at the International Horticultural Congress, S11 ISAFRUIT, August 2010, Lisbon, Portugal.*
- Bartels, J., Grunert, K.G., Scholderer, J., Zhou, Y., & Byrne, D. V. (2010). Beyond food quality: The impact of social environment. *Special Interest Group, European Marketing Academy (EMAC) Conference, May 2010, Copenhagen, Denmark.*
- Onwezen, M., & Bartels, J. (2009). Social Representation Dimensions of New Foods, Product Characteristics, and New Product Adoption: A European Panel Study. *Abstract and Poster Presentation, Pangborn Sensory Science Conference, July 2009, Florence, Italy.*
- Bartels, J., & Onwezen, M. (2009). Triple Bottom Line Values, Social Identification and Organic Food Consumption. *Abstract and Poster Presentation, Pangborn Sensory Science Conference, July 2009, Florence, Italy.*
- Bartels, J., & Onwezen, M. (2009). Triple Bottom Line Values, Social Identification and Organic Food Consumption. *Presentation, MAPP Workshop, May 2009, Middelfart, Denmark.*
- Bartels, J., & Reinders, M. J. (2009). Social identification, social representations and consumer innovativeness in an organic food context: A cross-national comparison. *Conference paper, Winter Educators' Conferences AMA, February 2009, Tampa, Florida, USA.*

- Reinders, M. J., Bartels, J., & Fransen, M. L. (2009). Marketing Communication of Risky Products: The Influence of Regulatory Fit and the Mediating Role of Social Identification. Conference paper, *Winter Educators' Conferences AMA, February 2009, Tampa, Florida, USA*.
- Bartels, J. (2008). Consumer innovativeness in a fruit context. *Presentation, ISAFRUIT FORUM, October 2008, Brussels, Belgium*.
- Berg, van den I., & Bartels, J. (2008). Consumer perceptions of fresh fruit and vegetables and the added value of antioxidants; differences between non-, light-, and heavy-organic food users. Conference paper, *International Food and Agribusiness Management Association, June 2008, Monterey, California, USA*.
- Bartels, J., & Reinders, M. (2008). Social identification, social representations and consumer innovativeness in the context of organic food. Poster presentation, *European Marketing Academy Conference, May 2008, Brighton, UK*.
- Bartels, J., & Reinders, M. (2008). Consumer innovativeness and its correlates. A systematic literature review. Conference paper, *Korean Academy of Marketing Conference, March 2008, Shanghai, China*.
- Bartels, J. (2007). *Consumer Innovativeness*. Presentation, *General Assembly, ISAFRUIT WP1.3, June 2007, Bologna, Italy*.
- Prosińska, M., Adamowicz, M., & Bartels, J. (2007). ISAFruit – Innovation adoption by consumers – theoretical model. Paper, *2nd International General Assembly ISAFruit, 20 - 22 June 2007, Bologna, Italy*.
- Bartels, J. (2007). ISAFruit – Consumer innovativeness. *Paper, presented at the 2nd International General Assembly ISAFruit, 20 - 22 June, 2000, Bologna, Italy*.
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### **Conference papers and poster presentations (national)**

Bartels, J., Van Zoonen, W., van Prooijen, A-M., Schouten, A. P. (in prep.). Can I just shout or should I really listen? – The role of organizational Facebook communication in employees' electronic Word-of-Mouth. *Paperpresentatie Etmaal van de Communicatiewetenschap 2018, Ghent, Belgium.*

Bartels, J., Brouwer, M., Buunk, L., Faber, R., & Kampman, S. (2016). Communicating CSR Motives in Consumers' Company Evaluations: The roles of Customer-company Identification and Skepticism. *Paperpresentatie Etmaal van de Communicatiewetenschap 2016, Vrije Universiteit Amsterdam, the Netherlands.*

Schons, L.M., Scheidler S., & Bartels J. (2015). "Tell me how you treat your employees!" – a field-experimental study on customers' preferences for companies' CSR efforts in the employee domain. *Paperpresentatie Etmaal van de Communicatiewetenschap 2015, University of Antwerp, Belgium.*

Eringa M., & Bartels J. (2015). CSR communicatie en sociale media De rol van gepercipieerde externe waardering en organisatie identificatie. *Paperpresentatie Etmaal van de Communicatiewetenschap 2015, University of Antwerp, Belgium.*

Meltzer I., & Bartels J. (2015). Effecten van het instrumenteel-symbolisch framework in communicatieboodschappen op organisatie identificatie van werknemers. *Paperpresentatie Etmaal van de Communicatiewetenschap 2015, University of Antwerp, Belgium.*

Bartels, J. Vuuren, H.A., & Ouwerkerk, J. W. (2014). My colleagues are my friends. The role of Facebook contacts in employee identification. *Paperpresentatie Etmaal van de Communicatiewetenschap 2014, Wageningen University and Research Centre, the Netherlands.*

Bartels, J., Van Vuuren, H.A., Arendsen, J., & Schutten, D.J. (2014). Communication climate and knowledge sharing in an online community: The mediating roles of employee identification and social media usage. *Posterpresentatie Etmaal van de Communicatiewetenschap 2014, Wageningen University and Research Centre, the Netherlands.*

Ouwerkerk, J. W., Bartels, J., & Schutten, D. J. (2014). Organizational Identification and the Dark Side of the Digital Playground: Cyberloafing, Cyberincivility and Cyberostracism @Work. *Paperpresentatie Etmaal van de Communicatiewetenschap 2014, Wageningen University and Research Centre, the Netherlands.*

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Bartels, J., & Hoogendam, K. (2011). The role of social identity and attitudes toward sustainability brands in buying behaviour for green products. *Congrespaper Etmaal van de Communicatiewetenschap, February 2011, Enschede, The Netherlands.*

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