

# 20/20

THE ERIM CELEBRATION MAGAZINE

## From idea to **institution** ERIM **awards**

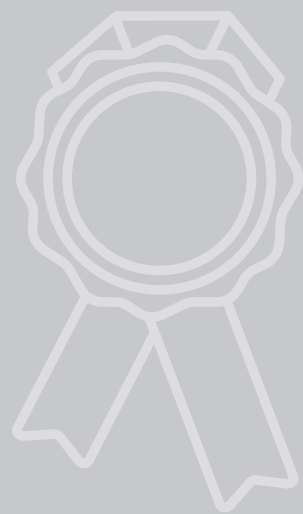
**Research** programmes

**Doctoral** programme

**E**ach year ERIM honours institute members who have demonstrated performance excellence with the ERIM Awards ceremony during a luncheon. The annual event began in 2002, shortly after the institute was created. In this article, we look at the types of awards given, and the background of the event. We then highlight a variety of past winners, to get a 'behind the scenes' look at some of the work that has been recognised, what winning meant to them, and the effect the awards have had on their academic lives.

# The ERIM awards: celebrating success together

Story by Stephen Johnston



## The categories

The ERIM awards are divided into seven categories, of which six are research-oriented. These highlight a mix of areas, recognising general research, impact, books and articles, and even supervising. They are:

- Award for Outstanding Performance by a Young Researcher
- Dissertation Award
- Top Article Award
- Book Award
- Impact Award
- *Praeceptor Doctorum Celeberrimus Award* (Highly Distinguished Supervisor – a special award for professors who have supervised 25 PhD candidates or more)

## Highlighting success

The awards bring the institute a yearly sense of celebration that counters the many challenges faced by academics. "Academia can be a lonely profession," says Pursey Heugens, professor of organisation theory, development and change, and ERIM's scientific director. "Academics are very used to bad news. This comes with the territory – after all, we are competing for grants, and submitting to the highest quality peer-reviewed journals with low acceptance rates."

The ERIM awards provide a chance to highlight successes, and they do so across all research demographics – junior researchers, senior researchers, honorary fellowships, and so on. External juries decide all awards: professors, scientific directors from other management research schools, practitioners, and a variety of other experts.

“It increased my confidence and it also reinforced the fact that I was on the right track”

## Past winners share their experiences

### Patrick Verwijmeren: Outstanding Performance by a Young Researcher (2013)

Patrick Verwijmeren won the Outstanding Performance by a Young Researcher Award in 2013. Verwijmeren is a professor of corporate finance at ESE, specialising in convertible securities, short sales, corporate governance, art, and capital structure.

His research into the financial world at that time compared existing financing theories and looked at which worked best in practice. However, financial instruments were changing quickly and are constantly reinvented. He therefore focused on how companies were raising money, and how they were specifically using the new and complicated instruments available to do this. "I wanted to know the ways in which new companies were experimenting," he says. "Things that weren't in the journals yet... only in the real world."

Patrick Verwijmeren



Verwijmeren's work was published in important journals, including the *Journal of Financial Economics* and the *Review of Financial Studies*. He won 'best paper' awards at conferences, as well as other awards at ESE. His work also helped him secure a variety of grants. "Of course, the job of an Awards Committee is hard," he emphasises. "Choosing between different fields of research and different researchers is almost impossible. But I am pleased that I did win. It was early in my career, so the award definitely felt like recognition and validation. It increased my confidence and it also reinforced the fact that I was on the right track."

### Dolores Romero Morales: Dissertation Award (2002)

Dolores Romero Morales won the 2002 Dissertation Award for her work on *Optimization Problems in Supply Chain Management*. Her interests and expertise cover environmental issues and robustness in supply chain optimisation, interpretability and visualisation in data science, and large-scale network models for revenue management.

"I came to ERIM as a mathematician," says Romero Morales. "This gave me a slightly different perspective, and I think my work reflects that." Romero Morales and her supervisor looked at the problem of optimising some aspects of the supply chain for her dissertation. More specifically, they explored the use of sophisticated mathematical modelling techniques and numerical optimisation algorithms to improve inventory handling across supply chain networks. "We were especially interested in dynamic demand



Dolores Romero Morales

patterns with peak periods," says Romero Morales. "Optimisation can use complex, computationally heavy and expensive algorithms, or relatively inexpensive heuristics. But the right mix of approaches can help companies enhance their predictive and prescriptive abilities around inventory and supply chain needs, which makes them more effective."

Romero Morales' dissertation contained peer-reviewed articles from top-tier journals such as *Operations Research*. It also contained dynamic models that incorporated decision-making behaviours across different points in time – a novel approach in 2000. "To win an award when you are just starting out is nice," she says. "It was also the first year the awards were given, which made it special. I applied to the University of Oxford shortly afterward, and the award certainly made a nice addition to my CV!" She is now a professor in operations research at Copenhagen Business School.

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# “The award certainly made a nice addition to my CV!”

» **Joep Cornelissen: Top Article (2018)**  
 Joep Cornelissen won the Top Article Award in 2018 for *Editor's comments: developing propositions, a process model, or a typology? Addressing the challenges of writing theory without a boilerplate*. When Cornelissen wrote the paper, he was also associate editor for the *Academy of Management Review* – the leading theory journal in the field.

“Writing papers with strong theory contributions can be very challenging,” says Cornelissen, who is a professor of corporate communication and management at RSM, and chair of the department of Business-Society Management. “And there is very little in the way of practical advice or texts for authors wishing to write them.” The article explains the route for writing theory papers in three common idioms: papers that are geared towards developing a set of formal and – in principle – testable propositions; papers that engage in narrative argumentation to explain an outcome of interest; and papers that involve fuzzy-set thinking to derive new theoretical typologies with the ability to gain real traction in the field. Cornelissen’s article describes best practices for each of these idioms, as well as common pitfalls that authors should try to avoid.

Joep Cornelissen



“I think the ERIM awards signal our institution’s interest in top-quality research,” says Cornelissen. “Of course, it is almost impossible to choose winners among so many deserving colleagues. I think I received the award to recognise that fact that I was actively helping journal contributors. It was almost like writing a small textbook. Perhaps it was also a way to highlight the course I teach on writing theory, intended to inspire academics to write well and develop strong theory.”

The paper was very well-received outside of ERIM as well, and Cornelissen created a companion YouTube video that garnered a lot of views. “In some small way, I like to think that I helped in capacity-building throughout our community, which helped it become stronger in this area.”

**Rob van Tulder: Book Award (2007)**  
 Rob van Tulder won the Book Award in 2007 for *International business-society management: linking corporate responsibility and globalization*. He worked with former master student Alex van der Zwart to write the book. Van Tulder co-founded RSM’s department of Business-Society Management, where he serves as professor of international business-society management. He is also founder and academic director of RSM’s Partnerships Resource Centre.

“Back in the 1990s, globalisation was a major topic,” says Van Tulder. “Corporate social responsibility – or CSR – was just starting to come into its own. This was mostly reactive, as companies were trying to mitigate or avoid issues such as fraud, tax evasion, pollution and morally questionable investments. Companies were engaging in CSR because of reputational worries.”

But, this was just a small part of the story. Van Tulder started to look at the topic in a more sophisticated way. He used four different business cases to subdivide the concept into various categories that all provided a different connotation to the



CSR acronym: corporate self-responsibility; corporate social responsiveness; corporate social responsibility, and corporate sustainable responsibility. It was this sophistication, combined with the trends and topics in globalisation that made the book stand out.

The Award Committee’s choice was also prescient, as the topic has grown exponentially important in the years since then. “Most large and international companies’ agendas are now linked directly to the UN Sustainable Development Goals (SDGs),” explains Van Tulder. “Ecological, social and economic sustainability are more important than ever. At the same time, proactive partnering and strong relationships that involve all stakeholders have also become the new norm. The book’s message definitely still applies.” Indeed, the book has sold well across the globe, and the publisher has asked Van Tulder to fine-tune the material for a third edition.

The book also helped Van Tulder set up and sustain the MSc Global Business and Sustainability programme, which is currently the largest and very well-regarded programme of its type in the world. The entire business school has moved towards embracing the SDGs, and the book’s main philosophy – a force for positive change – is now the philosophy of the faculty.

“The award validated our approach”

**René de Koster: Impact Award (2013)**  
 René de Koster won the 2013 Impact Award for his initiative and work with the Material Handling Forum. His research interests include warehousing, material handling, container terminal operations, behavioural operations and sustainable logistics. The Material Handling Forum works towards narrowing the gap between material handling (also called ‘intra logistics’) research and practice. It provides a meeting platform for academics, industry partners, and administrations, in part through seminars organised around material handling topics.



René de Koster

“My goal was to foster research opportunities that combined academia and industry,” says De Koster. “That way, our work would be inspired by real-world, practical problems, making our research projects as relevant as possible. So I teamed up with Stichting Logistica to start the forum.” Together, they reached out to a group of companies that were interested in academic research, and willing to donate data and pay for membership. Then he brought them into contact with researchers to investigate real challenges facing the industry, and disseminate knowledge in a formal and structured way.

“I think the committee gave me the Impact Award because our research approach had a clear impact in the area of warehouse safety,” he says. “This was especially true in the areas of worker impact and leader behaviour. The award validated our approach. It also helped to increase awareness about what we were doing and the success we were having. Other companies approached us to become involved too.”

De Koster has received additional recognition for his work. He was named honorary Francqui Chair at Hasselt University in 2018. That same year, he was mentioned as ‘the most influential researcher in Material Handling’ by Siddique, et al.

Needless to say, the ERIM award has been one of the highlights of De Koster’s career at ERIM: “The awards are a great way to recognise our success and celebrate our achievements.”

**Role models**  
 Clearly, the ERIM awards are an important way to highlight the institute’s excellence. “The event lets us celebrate success together as a community,” says Pursey Heugens. “It gives us a chance to feel good – collectively – about the important work we do. Of course, it also serves another purpose: to create inspiring role models who provide aspirational goals as we move forward.”

## ERIM Award Winners 2019

### Dissertation Award

**Caroline Witte**  
 ‘Bloody Business: Multinational investment in an increasingly conflict-afflicted world.’ (Defended on 25 January 2018)

### Book Award

**Dirk Schoenmaker and Willem Schramade**  
 ‘Principles of Sustainable Finance.’ (Oxford University Press, December 2018, 432 pages, ISBN: 9780198826606)

### Award for Outstanding Performance by a Young Researcher

**Dan Schley** (PhD in 2015) **Stefano Tasselli** (PhD in 2014)

### Top Academic Article Award

**Inga Hoever, Jing Zhou and Daan van Knippenberg**  
 ‘Different strokes for different teams: The contingent effects of positive and negative feedback on the creativity of informationally homogeneous and diverse teams.’ (Published in *Academy of Management Journal*, 61 (6), 2159-2181. DOI: 10.5465/amj.2016.0642)

**Hang-Yee Chan, Maarten Boksem and Ale Smidts**  
 ‘Neural Profiling of Brands: Mapping Brand Image in Consumers’ Brains with Visual Templates.’ (Published in *Journal of Marketing Research*, Vol. LV (August 2018), 600-615, DOI: 10.1509/jmr.17.0019)



The Erasmus Research Institute of Management (ERIM) is the joint research institute of Rotterdam School of Management, Erasmus University (RSM) and the Erasmus School of Economics (ESE). The research undertaken by ERIM is focused on management of the firm in its environment, its intra- and interfirm relations, business processes, strategies, finances, consumers, markets and their interdependent connections.

Since its founding in 1999, the objective of ERIM is to carry out first-rate research in management and to offer an advanced doctoral programme in business and management. Within ERIM, over 350 senior researchers and PhD candidates are active in five research programmes, spanning all areas of management research. From a variety of academic backgrounds and expertise, the ERIM community is united in striving for excellence and working at the forefront of creating new business knowledge.

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