



Prof.dr. M.G.M. Wetzels (1969) is currently a professor of marketing at the department of Technology Management of the Technische Universiteit Eindhoven. He serves as head of department of the subdepartment of Accounting, Finance and marketing and is a member of the management team of the Eindhoven Centre for Innovation Studies (ECIS). In 1998 he obtained his Ph.D. degree from Maastricht University. In 1999 his Ph.D. thesis was awarded the Dissertation Award of the European Foundation for Quality Management (EFQM). His main research interests are: new product development, electronic marketing, quality management, (online) marketing research, service marketing and management, relationship marketing and management and innovation management.

His work has resulted in more than forty articles which have been published in international journals, such as the International Journal of Research in Marketing, the Journal of Economic Psychology, Accounting, Organization and Society, the Journal of Business Research, the Journal of Management Studies and the Journal of Service Research. Finally, he has contributed more than forty-^ove papers to conference proceedings.