

Dr P. S. C. (Claire) van Teunenbroek

Assistant Professor of Entrepreneurship & Marketing

See Appendix A and B for a list of my publications and presentations.

Work experience

2023 - present	Assistant Professor of Entrepreneurship & Marketing Department of High-tech Business and Entrepreneurship, Faculty of Behavioural, Management and Social Sciences, University of Twente
2022 - present	Senior project manager European Research Network on Philanthropy (ERNOP), Amsterdam, The Netherlands
2022 – present	Associate Editor: Research to Practice Journal of Philanthropy and Marketing, London, England
2018 – 2023	Postdoctoral researcher, The digitalization of the non-profit sector Centre for Philanthropic Studies, Faculty of Social Sciences, Vrije Universiteit Amsterdam. Focus on crowdfunding for product development.
2018 – 2021	Data manager "Giving in the Netherlands" Faculty of Social Sciences, Vrije Universiteit Amsterdam
2014 – 2020	PhD candidate, Giving in an online context Department of Organizational Sciences and Centre for Philanthropic Studies, Faculty of Social Sciences, Vrije Universiteit Amsterdam (0,8fte)
2013 – 2014	Junior researcher Department of Facility Management, The Hague University of Applied Sciences

Formal education

2015 – 2020	PhD in Social Sciences, Department of Organizational Sciences and Department of Sociology, Faculty of Social Sciences, Vrije Universiteit Amsterdam <ul style="list-style-type: none">• <i>Dissertation title:</i> "Lots of people give me money: Towards a comprehensive understanding of social information effects on donation behavior".• <i>Promotors:</i> Prof.dr. René Bekkers and Prof.dr. Bianca Beersma.• <i>The dissertation includes</i> three empirical chapters based on different experiments (own design) and a mini-meta analysis based on the empirical chapters. It also contains a literature review, one solo chapter and several scientific publications.
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2014 – 2015	See Appendix A for a list of my publications and presentations. MSc. in Organizational Psychology, Vrije Universiteit Amsterdam
	• Specialization: statistics and methodology
2011 – 2014	BSc. in Psychology, Vrije Universiteit Amsterdam
	• Specialization: communication and consumer behavior

Awards

Year	Award	Awarded by
2023	JPM Knowledge Transfer Award – Academia into Practice	John Wiley & Sons, Inc.
2021	Gabriel Rudney Memorial Award for Outstanding Dissertation in Nonprofit and Voluntary Action Research.	The Association for Research on Nonprofit Organizations and Voluntary Action

Appendix A

Publications

Scientific publications (peer-reviewed)

1. **Van Teunenbroek, C.** & Smits, C. (2023). Four lessons learned: Employees' perceptions of reward-based crowdfunding for cultural institutions. *Journal of Philanthropy and Marketing*, e1793.
2. Nooij, B., **Van Teunenbroek, C.**, Veenswijk, M. & Teelken, C. (2023). Intended versus implemented work-space: A systematic literature review on activity-based workplace in higher education. *Facilities*.
3. **Van Teunenbroek, C.**, Chiesa, C. D., & Hesse, L. (2023). The contribution of crowdfunding for philanthropy: A systematic review and framework of donation and reward crowdfunding. *Journal of Philanthropy and Marketing*, e1791.
4. **Van Teunenbroek, C.** (2023). What is the potential of crowdfunding?. In *The Fundraising Reader* (pp. 539-543). Routledge.
5. **Van Teunenbroek, C.** & Hasanefendic S. (2023). Researching the crowd: Implications on philanthropic crowdfunding and donor characteristics during a pandemic. *Journal of Philanthropy and Marketing*, e1773.
6. **Van Teunenbroek, C.**, De Wit, A., Koolen-Maas, S. & Bekkers, R. (2022). *Betrokkenheid en online geven tijdens een pandemie: Een verkenning van het geven van geld en tijd voor en tijdens COVID-19* in Reeskens, T., André S. & Völker, B. (Ed), *De sociologie en de pandemie: Inzichten en vooruitblik na twee jaar coronacrisis*. Tilburg University Press (pp. 152-165).
7. Koolen-Maas, S., **Van Teunenbroek, C.**, & Bekkers, R. (2021). *Culture change is hard: Evidence from tax reform in the Netherlands* in Peter, H. & te Huber, G. L. (Ed.), in *The Routledge Handbook of Taxation and Philanthropy* (pp. 476-508).
8. **Van Teunenbroek, C.**, Bekkers, R., & Beersma, B. (2021). They ought to do it too: Understanding effects of social information on donation behavior and mood, *International Review on Public and Nonprofit Marketing*, 18(2), 229-253.
9. **Van Teunenbroek, C.**, Bekkers, R., & Beersma, B. (2020). Look to others before you leap: A systematic literature review of social information effects on donation amounts. *Nonprofit and Voluntary Sector Quarterly*, 49(1), 53-73.
10. **Van Teunenbroek, C.**, & Bekkers, R. (2020). Follow the crowd: Social information and crowdfunding donations in a large field experiment. *Journal of Behavioral Public Administration*, 3(1), 1-17.
11. **Van Teunenbroek, C.** (2016). Social aspects and successfully funding a crowdfunding project: The impact of social information. *International Journal of Humanities and Social Sciences*, 10(6), 139-150.

Future publications (submitted within 12 months)

1. Nooij, B., **Van Teunenbroek, C.**, Veenswijk, M. & Teelken, C. (submitted). Opposing narratives of the conceived space: Narratives behind planning activity-based working in higher education. *Journal of Organizational Ethnography*.

2. **Van Teunenbroek, C.**, Wymer, W. & Čačija, L. (submitted). Special issue: Attracting younger generations for a more diverse range of philanthropists. *Journal of Philanthropy and Marketing*.
3. Kottasz, R, Wymer, W. & **Van Teunenbroek C.** (work in progress). Entrepreneurship through crowdfunding: Motives for setting up crowdfunding projects to support ventures. *Will be submitted to the Journal of Consumer Research*.

Professional publications

1. **Van Teunenbroek, C.** (2022). *Online werven door goede doelen, culturele instellingen en universiteiten* in Bekkers, R., Gouwenberg, B. M., Koolen-Maas, S. & Schuyt, T. N. M. (Ed.), in *Geven in Nederland 2022: Maatschappelijke betrokkenheid in kaart gebracht* (pp. 1-31). Amsterdam University press.
2. **Van Teunenbroek, C.** & Bekkers, R. (2022). *Geven door huishoudens* in Bekkers, R., Gouwenberg, B. M., Koolen-Maas, S. & Schuyt, T. N. M. (Ed.), in *Geven in Nederland 2022: Maatschappelijke betrokkenheid in kaart gebracht* (pp. 81-118). Amsterdam University press.
3. Bekkers, R. & **Van Teunenbroek, C.** (2022). *Dynamiek in geefgedrag van huishoudens* in Bekkers, R., Gouwenberg, B. M., Koolen-Maas, S. & Schuyt, T. N. M. (Ed.), in *Geven in Nederland 2022: Maatschappelijke betrokkenheid in kaart gebracht* (pp. 31-60). Amsterdam University press.
4. Koolen-Maas, S & **Van Teunenbroek, C.** (2022). *Nalatenschappen* in Bekkers, R., Gouwenberg, B. M., Koolen-Maas, S. & Schuyt, T. N. M. (Ed.), in *Geven in Nederland 2022: Maatschappelijke betrokkenheid in kaart gebracht* (pp. 119-142). Amsterdam University press.
5. Gouwenberg, B. & **Van Teunenbroek, C.** (2022). *Geven door kansspelen* in Bekkers, R., Gouwenberg, B. M., Koolen-Maas, S. & Schuyt, T. N. M. (Ed.), in *Geven in Nederland 2022: Maatschappelijke betrokkenheid in kaart gebracht* (pp. 215-231). Amsterdam University press.
6. **Van Teunenbroek, C.** (2021). Meer geven dan een ander. *The Optimist*, 201 (8), 30-33.
7. **Van Teunenbroek, C.** (2020). *Lots of people give me money: Towards a comprehensive understanding of social information effects on donation behavior*. PhD thesis, Faculty of Social Sciences, Vrije Amsterdam.
8. **Van Teunenbroek, C.** & Bekkers, R. (2020). *Geven door huishoudens* in Bekkers, R., Schuyt, T. N. M., & Gouwenberg, B. M. (Ed.), in *Geven in Nederland 2020: Huishoudens, nalatenschappen, fondsen, bedrijven, goede doelenloterijen en vrijwilligers*. Lenthe Publishers.
9. Bekkers, R. & **Van Teunenbroek, C.** (2020). *Generatieverschillen in geefgedrag* in Bekkers, R., Schuyt, T.N.M., & Gouwenberg, B. M. (Ed.), in *Geven in Nederland 2020: Huishoudens, nalatenschappen, fondsen, bedrijven, goede doelenloterijen en vrijwilligers*. Lenthe Publishers.
10. De Gilder, D. & **Van Teunenbroek, C.** (2020). *Geven door bedrijven* in Bekkers, R., Schuyt, T. N. M., & Gouwenberg, B. M. (Ed.), in *Geven in Nederland 2020: Huishoudens, nalatenschappen, fondsen, bedrijven, goede doelenloterijen en vrijwilligers*. Lenthe Publishers.

11. Bekkers, R., **Van Teunenbroek, P.S.C.**, Borst, I., Koren, G. & Keuper, M. (2015). Crowdfunding: een nieuwe bron van inkomsten voor de culturele sector? Pp. 40-43 in: *Boekman 103*. Amsterdam: Boekman.

Professional (policy) reports

1. Koolen-Maas, S., **Van Teunenbroek, C.** & Bekkers, R. (2021). Geven en werven in de culturele sector in Nederland, 2011-2020. *Centrum voor Filantropische studies*, Vrije Universiteit Amsterdam, 1-186. https://www.tweedekamer.nl/kamerstukken/brieven_regering/detail?id=2021Z23219&did=2021D49348
2. **Van Teunenbroek, C.** & Bekkers, R. (2021). Hoe kan de huis-aan-huis collecte overleven? Het bereik en de toekomst van Nederlands meest herkenbare vorm van contact met goededoelenorganisaties. *Centrum voor Filantropische studies*, Vrije Universiteit Amsterdam, 1-61.
3. Gouwenberg, B., Maas, S. & **Van Teunenbroek, C.** (2021). *Corporate Foundations in Nederland 2020* in Bekkers, R., Schuyt, T. N. M., & Gouwenberg, B. M. (Ed.), in *Geven in Nederland 2020: Huishoudens, nalatenschappen, fondsen, bedrijven, goede doelenloterijen en vrijwilligers*. Lenthe Publishers.

Non-scientific publications

1. **Van Teunenbroek, C., & Smits, R.** (2023). Online werven: vijf geleerde lessen. *Vakblad Fondsenwerving*.
2. **Van Teunenbroek, C.** (2022). Een verkenning van online werven. *De Dikke Blauwe*, 16, 180-184.
3. **Van Teunenbroek, C.** & Koolen-Maas, S. (2022). Zes Learnings uit Geven in Nederland. *Vakblad Fondsenwerving*, vierde editie, 10-11.
4. **Van Teunenbroek, C.** (2020). Fundraising during the COVID-19 crisis: Crowdfunding as an online solution? *De Dikke Blauwe Journaal*, Week 17.
5. **Van Teunenbroek, C.** (2019). Crowdfunding in the US and Europe. *Spenden Bericht 2019. Fundraising Verband Austria*. Pp 10.
6. **Van Teunenbroek, C.** (2019). Is philanthropic crowdfunding a growing industry? *Alliance Magazine*.
7. **Van Teunenbroek, C.** (2019). Did the connection fail? The slow digital transformation of donations. *Alliance Magazine*.
8. **Van Teunenbroek, C.** (2019). Stimulating giving with one small addition: Practical implications for the use of social information as a stimulant for donation behavior. *De Dikke Blauwe*.

Reviews for academic journals

Journal of Philanthropy and Marketing	2023
Nonprofit Management and Leadership	2023
Applied Economics incorporating Applied Financial Economics	2023
International Review on Public and Nonprofit Marketing	2023

Journal of Philanthropy and Marketing	2022
Journal of Public Budgeting & Finance	2022
Journal of Philanthropy and Marketing	2022
Nonprofit and Voluntary Sector Quarterly	2022
Nonprofit and Voluntary Sector Quarterly	2021
Journal of Economic Analysis and Policy	2021
Journal of Political Studies Review	2020
Journal of Information Systems Frontiers	2018

Media appearance (past two years)

2023

- International Podcast 'Why Philanthropy Matters' (26 June 2023): <https://whyphilanthropymatters.com/podcasts/>
- National printed Media AD (03 June 2023): <https://archive.ph/g4BHG>
- Printed article GoedGeregeld (Summer 2023): <https://www.goedgeregeldmagazine.nl/>
- Printed article Vakblad Fondsenwerving (28 February 2023): Van Teunenbroek, C. & Smits, R. (2023) Crowdfunding voor de culturele sector. Vakblad Fondsenwerving, eerste editie.
- National online news article RTL4 (15 February 2023), episode: <https://www.rtlnieuws.nl/editienl/artikel/5365917/nationale-actiedag-giro555-natuurramp-geven-we-meer-oorlog>
- National television appearance Editie NL (15 February 2023), episode 46: <https://tvblik.nl/editie-nl/aflevering-46-9>
- National online news article RTL4 (15 February 2023): <https://www.nu.nl/aardbeving-syrie-en-turkije/6251066/of-en-hoeveel-we-doneren-aan-giro555-nederlanders-zijn-zeer-gul.html>
- National online news article NU.nl (15 February 2023): <https://www.nu.nl/aardbeving-syrie-en-turkije/6251066/of-en-hoeveel-we-doneren-aan-giro555-nederlanders-zijn-zeer-gul.html>
- National printed media Dagblad Trouw (14 februari 2023): <https://www.trouw.nl/binnenland/doneerdilemma-giro555-of-geld-naar-klein-initiatief~bb92b9c2/>
- National television appearance NL (8 February 2023), episode 40: <https://tvblik.nl/editie-nl/aflevering-40-9>
- National online news article RTL4 (7 February 2023): <https://www.rtlnieuws.nl/editienl/artikel/5364656/giro555-doneren-turkije-syrie-vast-bedrag-kiezen>

2022

- Local printed media Dagblad Brabants Dagblad (24 September 2022): https://www.bd.nl/brabant/waarom-inzamelingsacties-zo-succesvol-zijn-mensen-leven-mee-met-andermans-leed-en-willen-helpen~ae3556/?cb=79add715419cd27815a059d4c94d21aa&auth_rd=1
- Printed article Vakblad Fondsenwerving: Van Teunenbroek, C. & Koolen-Maas, S. (2022). Zes Learnings uit Geven in Nederland. Vakblad Fondsenwerving, vierde editie, 10-11.
- Printed article De Dikke Blauwe: Van Teunenbroek, C. (2022). Een verkenning van online werven. De Dikke Blauwe, 16, 180-184.

Appendix B

Presentations and valorisation

Presentations

1. Vakdag Fonsenwerving 2023	Utrecht	2023
2. European Research Network on Philanthropy (ERNOP)	Zagreb	2023
3. Lecture: Innovations for the nonprofit sector	Amsterdam	2023
4. Guest lecture Tech Entrepreneurship in Practice	Amsterdam	2023
5. International Conference on Crowdfunding Research	Online	2022
6. Association for Research on Nonprofit Organizations and Voluntary Action Conference (ARNOVA)	Online	2022
7. Alumni Dag Vrije Universiteit Brussel	Brussel	2022
8. Webinar Goede Doelen Nederland	Nieuwegein	2022
9. Vakdag Fonsenwerving 2022	Amersfoort	2022
10. Geven in Nederland 2022	Amsterdam	2022
11. Kentaa Inspiration day	Utrecht	2022
12. School of Governance, Amsterdam	Amsterdam	2022
13. Lokale Goede Doelen Gids	Den Bosch	2022
14. Dynamics of Inclusive Prosperity Erasmus Universiteit Amsterdam	Rotterdam	2022
15. Vrouwen VU-hulp	Amsterdam	2022
16. Symposium Sociology of the Pandemic	Utrecht	2022
17. European Research Network on Philanthropy (ERNOP)	Online	2021
18. Association for Research on Nonprofit Organizations and Voluntary Action Conference (ARNOVA)	Online	2021
19. Goede Doelen Nederland	Amsterdam	2021
20. European Centre for Alternative Finance (ECAAF)	Utrecht	2021
21. International Association for Research in Economic Psychology Conference (IAREP)	Online	2021
22. Dag van de Sociologie	Online	2021
23. Dag van de Filantropie	Online	2021
24. Funds and Foundations in Philanthropy (FIN)	Online	2021
25. ISR Care & Welfare research seminar	Online	2021
26. PARIS research colloquium	Online	2021
27. Stichting Collecteplan	Online	2020
28. Association for Research on Nonprofit Organizations and Voluntary Action Conference (ARNOVA)	Online	2020
29. Geven in Nederland 2020	Online	2020
30. Lecture for Charities in the Netherlands	Amsterdam	2019
31. Dag van de Sociologie	Amsterdam	2019
32. European Research Network on Philanthropy (ERNOP)	Basel	2019
33. Goede Doelen Nederland	Amsterdam	2019
34. Science with Society seminar	Amsterdam	2019
35. TU Delft Design, Organization and Strategy seminar	Delft	2018

36. International Association for Research in Economic Psychology Conference (IAREP)	Londen	2018
37. International Society for Third Sector Research (ISTR)	Amsterdam	2018
38. The Dutch Days practical insights seminar	Amsterdam	2018
39. Dag van de Sociologie	Rotterdam	2018
40. WINK nudge conference	Utrecht	2017
41. European Research Network on Philanthropy (ERNOP)	Kopenhagen	2017
42. International Conference on Personality Psychology and Economics (ICPPE)	Rome	2016
43. VU Sociology research seminar	Amsterdam	2016
44. Helsinki-Gothenburg-Amsterdam PhD Progress Seminar (HEGAM)	Helsinki	2015
45. Cultural dynamics and organizational change research seminar	Amsterdam	2015
46. Association for Research on Nonprofit Organizations and Voluntary Action Conference (ARNOVA)	Chicago	2015

Organized seminars and conferences

1. European Research Network on Philanthropy (ERNOP)	Zagreb	2023
2. European Research Network on Philanthropy PHD seminar	Zagreb	2023
3. European Research Network on Philanthropy (ERNOP)	Online	2021
4. European Research Network on Philanthropy PHD seminar	Online	2021
5. Dag van de Filantropie	Online	2021
6. Dag van de Filantropie	Online	2020
7. European Research Network on Philanthropy	Basel	2019
8. Dag van de Filantropie	Amsterdam	2019
9. International Society for Third Sector Research	Amsterdam	2018
10. Science with Society seminars	Amsterdam	2018 – present
11. Dag van de Filantropie	Amsterdam	2018

Developed workshops

1. Vakdag Fondsenwerving	Utrecht	2023	The contribution of an online and informal context for fundraising.
2. Erasmus Universiteit Amsterdam	Rotterdam	2022	The value of Open Access, Societal Impact and Engaged Scholarship.
3. ERNOP	Online	2021	The value of Open Access, Societal Impact and Engaged Scholarship.
4. NWO Life Sciences Congres (LIFE2019)	Bunnik	2019	Nonscientific communication for academics.

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| 5. ScientistWanted
Winter course | Amsterdam | 2018 | Nonscientific communication for academics. |
| 6. NWO Bessensap
2018 | Amsterdam | 2018 | Nonscientific communication for academics. |
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