Promotor Information Sheet: Prof. dr. Kim Willems
Paper & Master thesis students 2017-2018

**Titles**

1. Check out the list on Mathis
2. Three main domains:
   a. Retail innovations to optimize customer experiences
   b. Consumer well-being
   c. University Marketing

**Application Procedure**

1. 5 Oct. 2017 (22h): Mathis is open for applications – Be ready!
2. 8 Oct. 2017: I will harvest all applications ultimately by 8 Oct. 2017
3. 9 + 10 Oct. 2017: Harvested applicants will be invited for a personal meeting
   a. Register for an appointment, at: [https://doodle.com/poll/dgmggqy8n79p9fkk](https://doodle.com/poll/dgmggqy8n79p9fkk)
      i. *Either* Monday 9 Oct. 2017 (10:30-16:30) on campus (C2.09/C2.07a) or via skype
      ii. *Or* Tuesday 10 Oct. 2017 (19-20:30) via skype only (for working students)
         ! Only students that are registered for a topic via Mathis can register for an appointment!
   b. What do you need to prepare for this meeting?
      i. **Research proposal (written, 2 pages)** describing your first take on this topic (i.e., how would you approach it?, what research methodologies seem appropriate to you and why?, what did you already find in the academic literature that you think will be useful for your work in this domain?). **This is to be handed in at the moment of our meeting** (i.e., printed in personal meeting / via email in skype meeting)
      ii. **Motivation (orally):** why did you choose this topic? Why do you think that this topic might be ideally suited for you? What is your preferred topic? Do you have back-up topics in mind?
4. 16 Oct. 2017: You will be (ultimately) informed about the final allocation of titles in the ‘Marketing & Consumer Behavior’ research group (Prof. dr. Willems & Prof. dr. Brengman).

**Getting Started**

1. **Recommendation:** MOOC research skills by VUB library
   ([http://vubtoday.be/nl/content/universiteitsbibliotheek-vub-lanceert-mooc-rond-informatievaardigheden](http://vubtoday.be/nl/content/universiteitsbibliotheek-vub-lanceert-mooc-rond-informatievaardigheden)) – in English ([https://www.canvas.net/browse/vub/courses/improve-research-skills](https://www.canvas.net/browse/vub/courses/improve-research-skills)) or Dutch ([https://www.canvas.net/browse/vub/vub-nl/courses/improve-research-skills-nl](https://www.canvas.net/browse/vub/vub-nl/courses/improve-research-skills-nl))
2. **Invitation to plenary infosession** for all selected paper and thesis students in marketing (Prof. dr. Willems & Prof. dr. Brengman) on 8 Nov. 2017 (18-20h; E0.06) with general guidelines on expectations, how to get started, process.
3. **You will be invited as user to our Pointcarré workspace** for paper and thesis students in marketing (Prof. dr. Willems & Prof. dr. Brengman) where useful information, tips & tricks, references that are relevant to all will be shared.

**Expectation Management: Some Advice**

- Marketing titles are generally quite popular in our faculty.
- On top of that, I expect 11 students whose paper I supervised last academic year (2016-2017) to use their priority privilege of enrolling to continue this work for their master thesis under my guidance this academic year (2017-2018).
- Combined, this results in the fact that the number of vacant positions for a paper or thesis in marketing are quite scarce. Therefore, I would like to advise you to make sure that you prepare a back-up plan and don’t put all your eggs in this basket to avoid disappointment and keep pace to reorient towards another topic, if needed.

Good luck everyone and hope to see you soon!