

# Maarten *Renkema*



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## PERSONAL INFO

Place of Birth: Hellendoorn (Nijverdal)  
Nationality: Dutch  
Date of Birth: February 4<sup>th</sup>, 1990  
Gender: Male  
Address: Bergleidingweg 16 B  
7442 XG Nijverdal (The Netherlands)

*I am an enthusiastic, reliable and highly motivated PhD researcher at the University of Twente. **Inquisitive** – every day I want to learn something new; I like to be triggered to think. I love to read about various topics and to find new challenges. My **creativity** and **curiosity** are important qualities in meeting challenges and solving problems. **Ambitious** – I always aim for the highest possible and am not easily satisfied, moreover I will continue until I reach the best possible result. **Disciplined** – I have a clear goal in mind and will not get distracted. I combine this with a positive approach, by using a strong eye for detail. I like to work in a team and try to do this with a healthy dose of humor.*

***More core values:** proactive – careful – collegiate – independent – flexible*

## EXPERIENCE

09/2014 –  
now

### University of Twente

*PhD Researcher at the HRM group of the department of Business Administration*

I am working on the NWO funded project “Innovating Human Resource Management for Employee-Driven Innovation”. I am involved in doing research and writing academic papers about how organizations can enhance the innovation performance by improving their human capital and innovative work behavior of their employees.

05/2013 –  
12/2013

### TNO

*Internship at department of Strategy & Policy*

Using qualitative data-analyses I studied how social movement organizations influence innovations. Therefore I used interviews at multiple organizations and I made use of case-study research and process methodology. I developed a research model of the impact of social movement on institutional innovations.

04/2011 –  
08/2011

### **Heracles Almelo**

*Internship at Marketing department*

I was responsible for the investigation into the pricing policy of the planned new stadium of Eredivisie football club Heracles Almelo. I combined my research with customer research, which was focused on the satisfaction of the fans of the football club. Consequently, I developed a price-marketing strategy by using quantitative data analysis methods. For this reason I developed a survey, which was spread among a few thousand fans.

## EDUCATION

04/2012 –  
02/2014

### **Technical University of Berlin (Berlin Institute of Technology)**

#### M.Sc. in Innovation Management & Entrepreneurship

*Group project:* Technology exploration and scenario analyses for lab-on-a-chip technology – making use of EIDOS software

*Group project:* Business plan project: developing, writing and presenting a business-plan for venture capitalists; a sustainable restaurant focused on reducing food waste.

*Group project:* IP protection project for a Joint Venture in China. Developing and presenting of a partner strategy for intellectual property.

*Course Human Side of Innovation:* Course about creativity management, innovator roles, leadership and diversity, and performance management of innovation.

09/2011 –  
02/2014

### **University of Twente, Enschede**

#### M.Sc. in Business Administration

Track: Innovation Management & Entrepreneurship

*Master thesis:* Promoting Practices: How Activists Employ Online Tactics to Promote Energy Efficiency – A Social Movement Perspective on Institutional Innovation (Grade: A)

Supervision: Drs. Ir. T.A. van den Broek, Dr. M.L. Ehrenhard

09/2008 –  
12/2011

### **University of Twente, Enschede**

#### B.Sc. in Bedrijfskunde (Business Administration)

*Minor: Entrepreneurship*

*Bachelor thesis:* Improvement of pricing policy through research into price sensitivity and customer loyalty. (Grade: A)

Supervisie: Dr. T. de Schryver, H. Mol

08/2002 –  
07/2008

### **CSG Reggesteyn, Nijverdal**

#### VWO in Science & Technology

*Electives:* Economics, Management & Organization

## PUBLICATIONS

**Renkema, M., Van den Broek, T.A. (2014).** Promoting Practices: How Activists Employ Online Tactics to Promote Energy Efficiency. *Academy of Management Annual Meeting*

## OTHER

<b>2009 - now</b>	<b>KNVB Soccer Referee</b> <u>Referee at youth matches at Soccer Club SVVN</u> <i>In possession of Referee qualifications</i>
<b>Driving license</b>	Car - In possession of Driving License
<b>Computer</b>	SPSS, EIDOS, Atlas.ti, Powerpoint, Prezi, Microsoft Office
<b>Hobbies</b>	Sport, Running, Football, Fitness, Baking/Cooking Reading, Politics, Travelling, Economics, Business Newspapers

## LANGUAGES

Dutch	Native speaker
English	Proficient in speaking, understanding, reading and writing
German	Proficient in speaking, understanding, reading and writing