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Websites in brand communication: interactivity and cross-media effects

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Curriculum Vitae and Publications

Hilde Voorveld was born on March 18th 1984 in Almelo, The Netherlands. She studied Communication Science at the University of Twente. After she graduated Cum Laude, she started her Ph.D. project in The Amsterdam School of Communication Research, ASCoR, at the University of Amsterdam. Between January 2007 and January 2010 she worked on the project resulting in five articles presented in this dissertation. Her work has been recognized with an award from the European Advertising Academy EAA. At present she is an Assistant Professor in the Amsterdam School of Communication Research, ASCoR, in the department of Communication at the University of Amsterdam.

List of Publications

- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2009a). Consumers' responses to brand websites: An interdisciplinary review. *Internet Research*, 19(5), 335-365.
- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2009b). Brand website studies: An integrated literature review. In P. De Pelsmacker & N. Dens (Eds.), *Advertising Research. Message, Medium and Context*. (pp. 201-211). Antwerpen-Apeldoorn: Garant.
- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2010). What makes the websites of global brands truly interactive? *Revise and Resubmit Journal of Advertising*.
- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (in press-a). Development of a coding instrument to measure interactivity of websites. *Advances in Consumer Research*, 37.
- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (in press-b). Opening the black box: Understanding cross-media effects. *Journal of Marketing Communications*.
- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (in press-c). The perceived interactivity of top global brand websites and its determinants. In R. Terlutter, S. Diehl & S. Okazaki (Eds.), *EAA Advances in Advertising Research: Cutting Edge International Research* (Vol. 1): Gabler Verlag.
- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (in press-d). Measuring interactivity of the websites of brands. *Journal of Advertising Research*.
- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (in press-e). The interacting role of media sequence and product involvement in cross-media campaigns. *Journal of Marketing Communications*.