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Social interactions for economic value? A marketing perspective

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About the author

Marlene Vock was born on February 27, 1981 in Mistelbach, Austria. She studied commerce at the Vienna University of Economics and Business Administration (Austria), and also spent one semester at the Faculty of Applied Economics at the University of Antwerp (Belgium). During her studies she specialized in the fields of marketing und social politics, and wrote her master thesis on European integration policies for ethnic minorities. She also assisted with academic research projects on care and social insurance at the Institute of Social Politics at the Vienna University of Economics and Business Administration. After having received her master degree in 2005, she worked as a marketing assistant at Stichting WWZ and Mades Cosmetics in The Netherlands, before she started with her Ph.D. at the University of Amsterdam Business School in 2007. Her areas of research and teaching are marketing and strategy, consumer behavior and corporate social responsibility. Her research on business-nonprofit partnerships has been presented at national and international conferences, including the European Marketing Academy Conference and the Academy of Management annual meeting. Her work has also been accepted for publication in *Journal of Business Ethics* and *Business & Society*. She will continue her research at the Amsterdam Business School as Assistant Professor of Marketing, on topics such as business-nonprofit partnerships, consumers and energy, and online social networks.