

Jan-Benedict E.M. Steenkamp

Knox Massey Distinguished Professor, UNC Kenan-Flagler Business School at UNC-Chapel Hill

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J.B. Steenkamp is a world-renowned scholar on global branding and marketing.

Jan-Benedict E.M. Steenkamp specializes in global marketing, branding, emerging markets and strategy. Dr. Steenkamp is the author of "Retail Disruptors: The Spectacular Rise and Impact of the Hard Discounters" (2018), "Global Brand Strategy: World-Wise Marketing in the Age of Branding" (2017), "Private Label Strategy: How to Meet the Store Brand Challenge" (2007) and "Brand Breakout: How Emerging Market Brands Will Go Global" (2013). "Brand Breakout" was selected as a best business book in globalization for 2013 by Booz & Co.'s magazine Strategy + Business. He was ranked No. 1 in the world on scholarly influence in marketing in the last decade. He has written cases on companies and brands from emerging markets (available from The Case Centre). An award-winning researcher, he has also written more than 150 scholarly publications, and his work has received more than 35,000 citations. He is executive director of AiMark, a global center studying key marketing strategy issues, which brings together academics around the world, two of the top-four market research agencies, and brand manufacturers. He has consulted with numerous multinational companies, including Procter & Gamble, Kraft, General Mills, Johnson & Johnson, Unilever, Reckitt Benckiser, Sanford Bernstein, Bunge, Bristol-Myers Squibb, Zurich Financial, KPMG, Sara Lee. He has worked with the Brattle Group and the international law firms King & Spalding LLP, Sidley & Austin LLP, and Shook, Hardy & Bacon LLP on international lawsuits and trade disputes involving branding and private labels. He has taught at universities in Austria, Belgium, China, India, the Netherlands, Singapore, Spain, South Africa, U.K. and U.S.

Research, Education/Learning

Private Label Brands, Marketing Strategy, Emerging Markets, Marketing, Branding, Global Marketing

AiMark: Co-Founder and Executive Director, Fudan University Institute for Sustainable Innovation and Growth: Fellow

Wageningen University

Ph.D. Marketing

Wageningen University

M.Sc. Business Administration

Wageningen University

B.Sc. Economics

American Marketing Association, Gilbert A. Churchill Award

Lifetime achievement award recognized him as a leading expert on structural equation modeling and cited his contributions on measurement invariance for setting new standards for international marketing research.

European Marketing Academy, Distinguished Marketing Scholar Award

Lifetime honor for outstanding marketing scholarship as reflected in extensive, impactful research contributions and outstanding contributions to the European Marketing Academy

Aarhus University, Doctor Mercaturae Honoris Causa

Awarded for a lifetime of contributions to marketing science

Royal Netherlands Academy of Sciences, Dr. Hendrik Muller Lifetime Prize

Received for exceptional achievements in the area of the behavioral and social sciences; the first time the prize was awarded to a researcher in any area of business administration

Weatherspoon Award for Excellence in Research

Annual award for research excellence at UNC Kenan-Flagler

Area Chair of Marketing, UNC Kenan-Flagler

He is the former chair of the marketing area at UNC Kenan-Flagler.

U.S. Society for Marketing Advances, Elsevier Science-SMA Distinguished Marketing Scholar

Lifetime award for exceptional scholarly contributions to the profession

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