

# JAREEF BIN MARTUZA

Marketing PhD student

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Bergen, Norway

## EDUCATION

### MSC IN MARKETING (INTELLIGENCE)

The University of Groningen  
Master's thesis on reducing hypothetical bias in conjoint experiments

### MSC IN STRATEGIC MARKETING MANAGEMENT

BI Norwegian Business School  
Research paper on customer reactance towards defaults

### BBA

Ritsumeikan Asia Pacific University  
Undergraduate thesis on dining experiences and eWOM

## AWARDS & SCHOLARSHIPS

2019 Dean's List  
2018 Master of Science International Scholarship  
2016 Assuran International Student Scholarship  
2015 Ando Momofuku Award

## ACADEMIC EMPLOYMENT

### PHD RESEARCH SCHOLAR

Department of Strategy and Management, the Norwegian School of Economics, Bergen, Norway  
08/2020 - Present

- Studying customer dishonesty and interventions to promote honest behavior
- Assisting in the course Technology Adoption and Consumer Psychology
- Assisting in the course Applied Programming and Data Analysis for Business

### TUTOR

Faculty of Economics and Business, The University of Groningen, Groningen, the Netherlands  
1/2020 - 4/2020

Taught three tutorial groups for the course Human Resource Management to second and third-year students for one semester

### TEACHING ASSISTANT

Ritsumeikan Asia Pacific University, Beppu, Japan,  
03/2015 - 01/2018

Assisted courses such as Brand Management, Peer Leader Training, Academic Writing, and Introduction to Management