Marketing and Consumer Studies Research Assembly

The Difficulties Charities Face – Marijke Leliveld

Synopsis: Charities are important institutions by taking on societal challenges (e.g., humanitarian aid, nature conservation, disease control). However, in order to do good to society, charities need to attract donations. In this seminar, Dr. Marijke Leliveld will discuss the difficulties charities face to attract and keep their donors and present research on the underlying processes of what might cause these difficulties.

Date & Time: 10th February 2021, 1 – 3pm
Location: Microsoft Teams
Contact: Email **macs@ntu.ac.uk** to reserve a place

Bioography: Marijke Leliveld is an assistant professor at the department of Marketing of the University of Groningen. She is an expert on morality and ethics within consumer behavior. Specifically, she studies topics like charity donations, cause-related marketing campaigns, and other forms of prosocial or fairness related behavior and perceptions in for-profit and nonprofit (governmental, charitable) organizations. She received her PhD in Social and Organizational Psychology (Leiden University) and was a finalist in the "Excellence in Ethics: Dissertation proposal competition" of the Institute for ethical business worldwide of the Mendoza College of Business, Notre Dame University (2008). She published her research in *Science Advances* (open access journal of Science), *Journal of Business Ethics, Journal of Experimental Social Psychology,* and more. From 2014-2016, she worked on the project "Buying for charity" for which she received an Innovative Research Incentives Scheme of the Netherlands Organization for Scientific Research (NWO) (€250K). She is a board member of the Center for Philosophy, Politics, and Economics (PPE) which aims to solve societal problems with an interdisciplinary approach. In 2019, she was appointed as a member of the Young Academy Groningen. She is an advocate for Open Science.