Biography

Bio
Harmen Oppewal is a Professor of Marketing in the Monash Business School. Harmen teaches consumer behaviour and research methods at postgraduate levels. His research focuses on consumer behaviour in retail and related services contexts, using experimental, modelling and/or interpretative methods. Prior to taking up his appointment at Monash in 2002 he was Professor of Retail Management at the University of Surrey (UK), Senior Lecturer in Marketing at the University of Sydney, and Assistant Professor and Research Fellow in Urban Planning at the Eindhoven University of Technology in the Netherlands. He holds a PhD from the Eindhoven University of Technology and degrees in geography and social psychology from the University of Groningen. From 2012 to 2018 he was Head of the Department of Marketing in the Faculty of Business and Economics/Monash Business School at Monash.

Qualifications

Employment

Research output

Surprising adaptivity to set size changes in multi-attribute repeated choice tasks. / Meißner, Martin; Oppewal, Harmen; Huber, Joel.
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An examination of the brand relationship quality scale in the evaluation of restaurant brands. / Ekinci, Yuksel; Yoon, Tae-Hwan; Oppewal, Harmen. 

More choice is better: effects of assortment size and composition on assortment evaluation. / Oppewal, Harmen; Koelemeijer, Kitty. 

Student preferences for university accommodation: an application of the stated preference approach. / Oppewal, Harmen; Poria, Yaniv; Ravenscroft, Neil; Speller, Gerda. 

Bundling and retail agglomeration effects on shopping behavior. / Oppewal, Harmen; Holyoake, Belinda. 

Channel benefits portfolio management in the eBusiness era. / Louvieris, Panos; Oppewal, Harmen. 

Effects of holiday packaging on tourist decision making: some preliminary results. / Rewtrakunphaiboon, Walaiporn; Oppewal, Harmen. 

Holiday packaging and tourist decision making. / Rewtrakunphaiboon, Walaiporn; Oppewal, Harmen. 
In: Tourism Analysis, Vol. 8, No. 2-4, 01.01.2003, p. 193-196.

A new medium for data collection: Online news discussions. / Poria, Yaniv; Oppewal, Harmen. 

Mapping out the landscape of marketing journals. A comment. / Oppewal, Harmen. 

Predicting the duration of theme park visitors' activities: an ordered logit model using conjoint choice data. / Kemperman, Astrid D; Borgers, Aloys W; Oppewal, Harmen; Timmermans, Harry J. 
Channel management strategy in the eCommerce environment - A portfolio management approach. / Jung, Timothy H; Louvieris, Panos; Oppewal, Harmen.

Conjoint modeling of residential group preferences: A comparison of the internal validity of hierarchical information integration approaches. / Molin, Eric J E; Oppewal, Harmen; Timmermans, Harry.

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A constraints-induced model of park choice. / Stemerding, Marc; Oppewal, Harmen; Timmermans, Harry.

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Modeling Group Preferences Using a Decompositional Preference Approach. / Molin, Eric J.E.; Oppewal, Harmen; Timmermans, Harry J.P.

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Modeling constrained choice behaviour in regulated housing markets by means of discrete choice experiments and universal logit models: An application to the residential choice behaviour of divorcees. / Timmermans, H.; Van Noortwijk, L.; Oppewal, H.; Van Der Waerden, P.

Predicting consumer response to new housing: a stated choice experiment. / Molin, Eric; Oppewal, Harmen; Timmermans, Harry.

Combining revealed and stated preferences data. / Ben-Akiva, M.; Bradley, M.; Morikawa, T.; Benjamin, J.; Novak, T.; Oppewal, H.; Rao, V.

Modeling Hierarchical Conjoint Processes with Integrated Choice Experiments. / Oppewal, Harmen; Louviere, Jordan J.; Timmermans, Harry J.P.

Adaptive choice behavior of motorists in congested shopping center parking lots. / Waerden, Peter Van Der; Oppewal, Harmen; Timmermans, Harry.
Adaptive choice behaviour of motorists in congested shopping centre parking lots. / Van Der Waerden, Peter; Oppewal, Harmen; Timmermans, Harry.

A three-person ultimatum game to investigate effects of differences in need, sharing rules and observability on bargaining behaviour. / Oppewal, Harmen; Tougareva, Elena.

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Context effects and decompositional choice modeling. / Oppewal, Harmen; Timmermans, Harry.

Relative importance of scenario information and frequency information in the judgment of risk. / Hendrickx, Laurie; Vlek, Charles; Oppewal, Harmen.

Activities