

Curriculum vitae Marinel Gerritsen (also see www.marinelgerritsen.eu)

Summary in English

MARINEL GERRITSEN held the Christine Mohrmann chair at the Department of Business Communication Studies at the Radboud University Nijmegen (www.ru.nl/ciw-bc/). and the Center for Language Studies in the Netherlands from 2000 until 2014. Prior to this she worked for the government and several multinational organizations in the Netherlands, France, Italy and Germany, and she also held positions at several Dutch universities and the Royal Netherlands Academy of Arts and Sciences. Her current research is primarily focussed on the differences between cultures in communication and the impact that this has on intercultural communication and the use of English as an international language. More information on [ww.marinelgerritsen.eu](http://www.marinelgerritsen.eu).

1 Personal data

Name	Gerritsen, Marinel
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Skype	marinel.gerritsen
E-mail	m.gerritsen@let.ru.nl , weerdsingeloostzijde@gmail.com
Website	www.marinelgerritsen.eu
Date and place of birth	August 14, 1949 in Haarlem, The Netherlands
Gender	Female
Marital status	Married to Frank Jansen
Children	3
Grandchildren	4
Nationality	Dutch
Hobbies	Cycling, travelling, cooking, reading, architecture, intercultural communication, grand children

Appointed Officer in the Order of Orange Nassau on April 13th, 2015

1 Work experience (also see 3, 4, 5 and 6)

2000-2014	Full professor Intercultural Business Communication (Radboud University Nijmegen)
1994-2000	Associate professor Intercultural Communication Radboud University Nijmegen)
1996-2000	Professor Intercultural Communication (Université François Rabelais Tours)
1990-94	Associate professor sociolinguistics (Katholieke Universiteit Nijmegen)
1975-90	Researcher P.J. Meertens-Instituut Royal Netherlands Academy of Arts and Sciences
1982-89	Assistant professor historical linguistics (Applied University Utrecht)

1979	Assistant professor sociolinguistics (Social Academy Amsterdam)
1974-75	Assistant Department General Linguistics (University of Amsterdam)
1974-75	Teacher Dutch as a foreign language (Dutch Center for Foreigners)
1970	Travel leader in Italy
1969-70	Correspondent Time/Life International
1968-69	Civil servant international relations (Angers, France)

2 Education

2010	University Teaching Qualification (BKO in Dutch)
2010	Cambridge Certificate of Proficiency in English (C2- near native)
2000	Course Policy and Management for professors
1998	Course Designing, Developing, Implementing Courses on the web
1993-2014	A number of courses at the Radboud University Nijmegen: Business Economics, Management, Marketing, ICT, conducting performance and assessment interviews, Classroom English
1987	PhD at the University of Leiden Dissertation: <i>Syntaktische verandering in controlezinnen. Een sociolinguïstische studie van het Brugs van de 13^e tot 17^e eeuw</i>
1976-77	MA-studies Sociolinguistics and Dialectology (Universiteit Nijmegen)
1975	MA (Drs.) Linguistics of Dutch with teacher authority (University of Leiden) (jud. 8 ½) Minors: historical literature and general linguistics
1973-75	MA-studies General Linguistics (University of Amsterdam)
1968-69	French (Université Catholique d'Angers)
1968	Gymnasium B

3 Teaching

3a Courses

- Lectures and seminars in Dutch and English at Bachelor, Master and post-doctoral level about: *differences between cultures in communication, international business communication, information- and communication technologies, differences between social classes, age groups and women and men in language use, sociolinguistics, English as a lingua franca and an international language, methodology of language behavior research* (also see appendix B)
- Supervision of Bachelor-, Master-, PhD-theses and internships on the above topics.
- Two textbooks for (applied) university students *Inleiding in de Sociolinguïstiek* (1995), with Tom Boves, and *Culturele waarden en communicatie in internationaal perspectief* (2002, 2007, 2011, 2017), with Marie-Thérèse Claes

3b Education management (also see Management and organization (6))

- Coordinator of the education programme of the Bachelor and Master Business Communication Studies, Communication and Information Sciences of the Radboud University Nijmegen (2006-2013).
- Chairwoman committee Internationalization of the education programmes of the Faculty of Arts of the Radboud University Nijmegen. I was awarded the

2007 Internationalization prize for my efforts to make the faculty more international.

- Chairwoman of the committee *Innovation Bachelor and Master Programmes Business Communication Studies, from doctoral to BAMA*, Radboud University Nijmegen (1998-2005)

3c Assessment education programmes

- Chairwoman visitation committee MA *Business Communication Studies* Katholieke Universiteit Leuven (2014) (VLIR)
- Member visitation committee *Applied Linguistics Flanders* (VLHORA) (2010)
- Member committee *Business Communication* of the visitation committee *Language and Literature* (VLIR) (2009)
- Member NVAO-panel assessment new programme *Communication and media* Erasmus university (2008)

4 Research (also see Appendices A and B)

4a Research topics

Research about intercultural communication, business communication, sociolinguistics (use of English as an international language, language and gender), speech technology, language variation and language change, methodology. See list of publication on www.marinelgerritsen.eu.

4b Supervision of research

- Supervisor of a number of PhD-dissertations (see appendix A and www.marinelgerritsen.eu)
- Supervision of BA- and MA-theses and internships at profit and not for profit organizations.
- Member of supervision groups of projects of Stichting Taalwetenschap of NWO (Netherlands Organization for Scientific Research) and FWO (Research Foundation Flanders) (since 1977)
- Member of supervision groups PhD-projects Radboud University, Leiden University, University of Utrecht, University of Amsterdam, Free University, Meertens Institute.
- Supervision research foreign PhD students Radboud University

4c Research assessment

- Member manuscript and opposition committees PhD dissertations (see appendix A and www.marinelgerritsen.eu)
- Member priority committees Stichting Taalwetenschap of NWO (Netherlands Organization for Scientific Research) and FWO (Research Foundation Flanders)
- Assessor PhD and post doc projects NWO (Netherlands Organization for Scientific Research), FWO (Research Foundation Flanders), South African National Research Foundation (NRF), Anglo-German Foundation for the Study of Industrial Society, Research Grants Council City University of Hong Kong, and manuscripts for Dutch and international journals in the field of business communication, sociolinguistics and intercultural communication.

5 Other professional activities

5a Editorial work

- *n/f*, journal of the *Association des néerlandistes de Belgique francophone et de France* (member editorial board)
- *Bedrijfscommunicatie. Een bundel voor Ger Peerbooms bij gelegenheid van zijn 65^e verjaardag*. Marinel Gerritsen and Dick Springorum (eds). Nijmegen University Press. 1999
- *Document Design* (member editorial board until 2002)
- *The Journal of Language for International Business* (reviewer since '97)
- *Internal and external factors in syntactic change*. Marinel Gerritsen and Dieter Stein (eds). Mouton-De Gruyter. Berlin/New York, 1994
- *Sociolinguistica, Jahrbuch der soziolinguistischen Forschung in Europa* (member for the Netherlands, '85-'94)
- *Sociolinguistics* (member editorial board, '83-'90)
- *Topics in Sociolinguistics* (Foris Publications (until 1990), since 1990 Mouton de Gruyter) (editor '81-'93)
- *Linguistics in the Netherlands*. Saskia Daalder and Marinel Gerritsen (eds) North-Holland Publishing Company, Amsterdam/New York. (1980, 1981, 1982);
- *Taalverandering in Nederlandse dialecten. Honderd jaar dialectvragenlijsten 1879-1979*. Marinel Gerritsen (ed.), Coutinho. Muiderberg. 1979.

5b Consultancy

- Chairwoman *visitation committee MA Business Communication Studies Katholieke Universiteit Leuven (2014)* (VLIR)
- Member *Research Grants Council, City University of Hong Kong (2009-heden)*
- Member Board *Stichting de Beauvoir (2008-2014)*
- Member jury *Distinguished Women Scientists Fund 2012 Anne Cutler*
- Chairwoman *Distinguished Women Scientists Fund 2013*
- Advice for *English forecast* by Nicoline van Harskamp, BMW Tate Live, Performance Room. Tate Modern London, September 19th-October 23rd 2013. <http://www.youtube.com/user/tate/tatelive>
- Member advisory board *Institute for Gender Studies Radboud Universiteit Nijmegen (2010-2016)*
- Member visitation committee *Applied Linguistics Flanders (VLHORA) (2010)*
- Member committee *Business Communication* of the visitation committee *Language and Literature (VLIR) (2009)*
- Member NVAO-panel assessment new programme *Communication and media* Erasmus university (2008)
- Member advisory board *Master International Communication Management* Hogeschool Den Haag (2008-present)
- *Raad voor de Nederlandse Taal en Letteren*, advisory board of the *Nederlandse Taalunie* (member since 2001, vice chairwoman 2003-2004, chairwoman 2005)
- Member jury *Corporate Communication Stichting Adverteerdersjury Nederland (SAN) (2003-2014)*
- *South African National Research Foundation (NRF) (2005)*
- *Anglo-German Foundation for the Study of Industrial Society (2005)*
- FWO-Vlaanderen (2004)
- Humanities committee *Royal Netherlands Academy of arts and sciences*, advice about the social and cultural effects of new media (2000)
- *Sentrum vir Afrikaanse Gebruikskunde (Sagus)* in Stellenbosch (South Africa), Advice about courses and research about intercultural communication
- *Emancipatie raad*, advice about language planning (77-'90)

5c Fundraising

PhD projects

- *Reader response to the genre characteristics in English annual general reports of British and Dutch corporations* (together with Catherine Nickerson and Hubert Korzilius)
- *De rol van (socio)linguïstische spreker-, luisteraar- en boodschapkenmerken in de effectiviteit van telefonische persuasieve taalhandelingen.* (together with Renée van Bezooijen)
- *On the role of prosodic and verbal information in the perception of Dutch and English language varieties* (NWO-project) (together with Kees de Bot and Toni Rietveld)
- *Variatie en verandering in het gesproken Standaard-Nederlands (1935-1993)* (together with Roeland van Hout)

Other projects

- Research about the use of new media to provide information about public transport in the Netherlands (OVR/NS/Arise) (together with Margot van Mulken)
- Research about the use of English in the Netherlands (*Stichting Lout*) (together with Frank Jansen)
- Research about differences between the Netherlands and Flanders in values and communication (together with Marie-Thérèse Claes (*Nederlandse Taalunie*))
- Occasional projects: workshops/lectures about over intercultural communication (*Hogeschool Nijmegen, K.L. Poll-stichting, NUFFIC, Fortis, Post-NL*), meaning (*Moret*), flyers (*Stichting Humanitas*) etc.

6 Management and organization

6a International

- Founder of *Vlaams-Nederlandse Vereniging voor Bedrijfscommunicatie* together with Sylvain Dieltjens and Priscilla Heydericks (Lessius Hogeschool Antwerp) and Koen Jaspaert (Katholieke Universiteit Leuven)
- *Raad voor de Nederlandse Taal en Letteren*, advisory board of the *Nederlandse Taalunie* (member since 2001, vice chairwoman 2003-2004, chairwoman 2005)
- Member *Workgroup Taalvariatie* of the *Raad voor de Nederlandse Taal en Letteren* of the *Nederlandse Taalunie* (2001-2003)
- Member appeal committee *Nederlandse Taalunie* (2003)
- Member advisory committee project *Een syntactische atlas van de Nederlandse dialecten van het Vlaams-Nederlands* (VNC-project)
- Vice chairwoman *Research Committee for Sociolinguistics* of the International Sociological Association ('90-'93); organization of the international conference "*The interface between Sociology and Linguistics*" (1992, Nijmegen)
- Member *Arbeitskreis für Stadtsprachenforschung* '87-'94)
- Organization PhD course *Qualitative and quantitative approaches to language variation* for IFOTT and OTS (together with Pieter Muysken)
- Member board *International Society for Historical Linguistics* ('83-'89)
- Coördinator international student and teacher exchanges Radboud University

6b National

- Chair board *Stichting Agnes van Leeuwenberch* (2014-2016)
- Member board *Stichting de Beauvoir* (2008-2014)

- Secretary *Landelijk Netwerk Vrouwelijke Hoogleraren* (2008-2014)
- Coordinator of the education programme of the Bachelor and Master *Business Communication Studies, Communication and Information Sciences* of the Radboud University Nijmegen (2006-2013)
- Member committee preparation visitation *Business Communication Studies* Radboud University Nijmegen
- Member workgroup *Internationalization Radboud University* (2005-2010)
- Member *Education Committee Faculty of Arts* Radboud University Nijmegen (2000-2005)
- Chairwoman *Committee Educational innovation Business Communication Studies* Radboud University Nijmegen (1999-2014)
- Member *Executive Committee Business Communication Studies* Radboud University Nijmegen (1998-2004, 2006-2013)
- *Department of Applied Linguistics and Methodology* Radboud University Nijmegen (chairwoman 1997-1998, secretary 1994-1997)
- Chairwoman scientific committee *Department of Applied Linguistics and Methodology* Radboud University Nijmegen (1994-1996)
- Chairwoman *Committee Internationalisation Business Communication Studies* Radboud University Nijmegen (1994-2009)
- Chairwoman Department of General Linguistics and Dialectology Katholieke Universiteit Nijmegen (1992-1993)
- Member *Scientific Committee Faculty of Arts* Katholieke Universiteit Nijmegen (1991-2000)
- *Committee Internationalisation* Radboud University Nijmegen (member, 1990-1998, chairwoman 1998-2009)
- Member *Education Committee Department of General Linguistics and Dialectology* Katholieke Universiteit Nijmegen (1990-1993)
- Member board *P.J. Meertens-Instituut* (1979-1990)
- *Algemene Vereniging voor Taalwetenschap* (chairwoman 1981-1984, secretary, 1979-1981, treasurer 1977-1979)
- Member *Faculty Council Faculty of Arts* University of Amsterdam (1974-1975)
- Member Committee Scientific Research Faculty of Arts Leiden University (1973-1975)
- Member Faculty Council Faculty of Arts Leiden University (1973-1974)
- Gremia Stichting Taalwetenschap NWO (Netherlands Organization for Scientific Research)
 - Member Priority Committee Stichting Taalwetenschap 1994
 - Member Board Werkgemeenschap Taaldata (1990-1994)
 - Werkgemeenschap Dialectologie (secretary 1989, member board 1982-1983)
 - Member board Werkgemeenschap Sociolinguïstiek (1987-1989)
 - Chairwoman Werkgroep Taalvariatie (1987-1989)
 - Secretary Sociale Geografie (secretaris, 1987-1989).

7 Social services

- Mentor of a number of promising female scientists in the context of the mentor-mentee programs of Landelijk Netwerk van Vrouwelijke Hoogleraren (LNVH) and the Radboud University Nijmegen (2011- present).
- Member jury Corporate Communication Stichting Adverteerdersjury Nederland (SAN) (2005-2014)

- Contributions about language t radio- and tv-programs (KRO, Radio Gelderland, NCRV, NOS, RVU, TROS, Wereldomroep, BRT) (since '78)
- Interviews about sociolinguistics and intercultural communication, see also www.marinelgerritsen.eu/interviews (since '78)
- Lectures for laymen about sociolinguistics and intercultural communication, see also B and www.marinelgerritsen.eu/lectures (since '78)

Appendix A: PhD dissertations

A1 Supervision of PhD dissertations (also see [www.marinelgerritsen.eu/PhD supervision](http://www.marinelgerritsen.eu/PhD%20supervision))

Antoinette Luykx, *Effect van Nederlands Duits op Duitsers* (supervision together with Margot van Mulken)

Warda Nejjari, *The effectiveness of a Dutch-English accent in, Germany, Spain and Singapore* (supervision together with Roeland van Hout and Brigitte Planken)

Christopher Thesing (2016). *Organizational culture and internal communication. A cross- and intercultural approach: The Netherlands and Germany* (supervision together with Margot van Mulken and Friso Wielenga)

Assia Sand (2013), *Interne Unternehmenskommunikation im kulturellen Kontext. Eine explorative Studie zur Manifestierung des kulturellen Wertes Maskulinität in der internen Unternehmens-kommunikation am Beispiel einer deutschen und niederländischen Polizeiwache in der Euregio Rhein-Waal* (supervision together with Liesbeth Hermans)

Marian van Bakel (2012). *In Touch with the Dutch. A longitudinal study of the impact of a local host on the success of the expatriate assignment* (supervised together with Jan-Pieter van Oudenhoven)

Frank van Meurs (2011), *English in job advertisements in the Netherlands: reasons, use and effects* (supervision together with Hubert Korzilius and Brigitte Planken)

Elizabeth de Groot (2008), *English Annual reports in Europe. Reader response to the genre characteristics in English annual general reports of British and Dutch corporations* (supervision together with Catherine Nickerson and Hubert Korzilius). **Awarded with the Best Dissertation 2008 Award of the Association for Business Communication**

Joy Burrough (2002), *Culture and Convention: the Pragmatics of Dutch authored scientific English* (supervision together with C. de Bot)

Marie-José Palmen (2002), *Respons bij telefonische enquêtering. Een onderzoek naar het effect van (socio)linguïstische factoren*. Nijmegen University Press. Nijmegen. 2002 (supervision together with R. v. Bezooijen)

Aimé van Reydt (1997), *Dialect en onderwijs in Emmen*. Thesis publishers. Amsterdam (supervision together with A.M. Hagen and E. Schils)

Charlotte Gooskens (1997), *On the role of prosodic and verbal information in the perception of Dutch and English language varieties* (supervision together with A.M. Hagen, R. van Bezooijen and A.C.M.Rietveld)

Hans van der Velde (1996), *Variatie en verandering in het gesproken Standaard-Nederlands (1935-1993)*. (supervision together with A.M. Hagen and Roeland van Hout). **Nominated for the LOT dissertation prize 1997**

Joep Kruijssen (1995), *Geografische patronen in taalcontact. Romaans leengoed in de Limburgse dialecten van Haspengouw*. Publikaties van het P.J. Meertens-Instituut. Amsterdam (supervision together with A.M. Hagen and Roeland van Hout)

Berber Voortman (1994), *Regionale variatie in het taalgebruik van notabelen. Een sociolinguïstisch onderzoek in Middelburg, Roermond en Zutphen*. IFOTT. Amsterdam. (supervision together with Pieter Muysken and Roeland van Hout)

A2 Chairwoman, member manuscript committees

Wiel Hotterbeekx (2016). *The influence of Cultural and Linguistic Diversity on Interregional Business Collaboration. The case of the Meuse-Rhine Euregion*. Open Universiteit Publishers: Heerlen.

Erik Jan Kostelijk (2015), *The Value Compass. A study of Consumer Values and Brand Values*. University of Groningen

Susanne van der Kleij (2015), *Interaction in Dutch asylum interviews. A corpus study of interpreter-mediated institutional discourse*. Radboud Universiteit Nijmegen.

Laura Ancilli (2010), *An exploration of standardization and localization used as a dual strategy in image and textual messages in Italian print advertising*. Monash University School of Business and Economics (Australia)

Charlotte Giesbers (2008), *Dialecten op de grens van twee talen*. Een dialectologisch en sociolinguïstisch onderzoek in het Kleverlands dialectgebied. Katholieke Universiteit Nijmegen

Sylvain Dieltjens (2007), *Het gebruik van de wij-vorm in Belgische tweetalige top-downcommunicatie*. Katholieke Universiteit Leuven.

Dick Smakman (2006), *Standard Dutch in the Netherlands* (Voorzitter manuscriptencie). Katholieke Universiteit Nijmegen

Jos Hornikx (2006), *Cultural Differences in the persuasiveness of evidence types in France and the Netherlands*. Katholieke Universiteit Nijmegen

B.C. Andeweg en J.C. de Jong (2004), *De eerste minuten. Attentum, benevolentem en docilem parare in de inleiding van toespraken*. Katholieke Universiteit Nijmegen

Nathalie van der Sanden Píva (2001), *Un instrument pour inventorier les aspects culturels contenus dans les manuels d'enseignement de langues étrangères*. Katholieke Universiteit Nijmegen

Monique Biemans (2000), *Gender Variation in Voice Quality*. Katholieke Universiteit Nijmegen

Ingrid van Alphen (1999), *Variatie in Verbale Interactie (V/M). Een sociolinguïstisch onderzoek naar de vorm en de functie van het taalgebruik van adolescente meisjes en jongens*. Amsterdam, UvA

Doreen Gerritzen (1998), *Voornamen. Onderzoek naar een aantal aspecten van naamgeving in Nederland*. (Amsterdam, UvA

Sonja Vandermeeren (1998), *Der Fremdsprachengebrauch Europäischer Unternehmen unter besonderer Berücksichtigung des Deutschen. Eine empirische Untersuchung in Deutschland, Frankreich, den Niederlanden, Portugal und Ungarn*. Universitaet Duisburg

Helmut Daller (1996), *Migration und Mehrsprachigkeit* Universiteit Utrecht

Leonie Cornips (1994), *Syntactische variatie in het algemeen Nederlands van Heerlen*. Amsterdam, UvA

Frans Hinskens (1993), *Dialect levelling in Limburg, structural and sociolinguistics aspects*. Katholieke Universiteit Nijmegen

Jeanine Treffers-Daller (1991), *French-Dutch Language Mixture in Brussels*. Amsterdam, UvA

A3. Member opposition committees

Christian Burgers (2010), *Verbal irony: Use and effects in written discourse*. Radboud Universiteit Nijmegen.

Madeleine Hulsen (2001), *Language Loss and Language Processing. Three generations of Dutch Migrants in New Zealand*. Katholieke Universiteit Nijmegen

Monique van der Haagen (1998), *Caught between Norms. The English pronunciation of Dutch learners*. Katholieke Universiteit Nijmegen

Rob le Pair (1997), *Verzoekstrategieën in het Spaans* . Katholieke Universiteit Nijmegen

Catia Cucchiarini (1993), *Phonetic transcription: a methodological and empirical study*. Katholieke Universiteit Nijmegen

Brigitte L.M. Bauer (1992), *Du latin au français, le passage d'une language SOV à une lange SVO*. Katholieke Universiteit Nijmegen

Tom Boves (1992), *Speech Accomodation in co-operative and competitive Conversations*. Katholieke Universiteit Nijmegen

Harrie Scholtmeyer (1992), *Het Nederlands van de IJsselmeerpolders*. Universiteit Leiden

Har Brok (1991), *Enkele bloemnamen in de Nederlandse dialecten*. Katholieke Universiteit Nijmegen

Dédé Brouwer (1989), *Gender Variation in Dutch*. Katholieke Universiteit Nijmegen

Appendix B: Lectures, workshops etc. (also see the PowerPoints at www.marinelgerritsen.eu/lectures)

Gerritsen, M (2018) *Nederland en Vlaanderen, buren met verschillende culturen*. Orde van de Prince Antwerpen, May 14th 2018 (invited speaker)

Gerritsen, M (2018) *Nederland en Vlaanderen, buren met verschillende culturen*. Orde van de Prince Utrecht, April 4th 2018 (invited speaker)

Gerritsen, M. (2017) *Intercultural Communication*. Bachelor Arts and Culture Studies, 26 September 2017 (invited speaker)

Gerritsen, M. (2017) *Managing Cross-Cultural Communication*, Master International Communication Management. The Hague University of Applied Sciences, September 15th 2017 (invited speaker)

Gerritsen, M. (2015) *The effect of non-nativeness in intercultural communication*. Colloquium interculturalité/interculturality . KU Leuven Faculteit der Letteren Campus Antwerpen. May 21st 2015 (invited speaker)

Gerritsen, M. (2015) *Non-Nativeness as spoilsport*. Seminar Department of Leadership and Corporate Strategy. University of Southern Denmark, May 27th 2015 (invited speaker)

Gerritsen, M. (2015) *Tailor-made tourist marketing communication: the advantage of adapting to the culture of the target group*. Conference Discourse, Communication and the Enterprise VIII. Napels, June 11th 2015

Gerritsen, M. (2015) *Valkuilen voor de non-native: betekenis van woorden en communicatiestijl*. Studiemiddag sectie Engels In'to Languages. 30 juni 2015 (invited speaker)

Gerritsen, M. (2015) *Interkulturelle Kommunikation und ihre Herausforderungen. Deutschland und seine nachbarn: Interkulturelle Kommunikation im Zentrum Europas* Radboud Summerschool Montag, 10.08.2015 (invited speaker)

Gerritsen, M. (2014) *Introduction to Intercultural Communication*, Zayed University (Dubai), March 1st to 6th. 2014

Gerritsen M. *'English please', Engels in de bedrijfscommunicatie van Nederlandse organisaties, is dat nou effectief?* CommunicatieLab Logeion. Radboud Universiteit Nijmegen, 20 mei 2014

Gerritsen, M. (2014) *Tailor-made tourist marketing communication: Adaption to the culture of the target group in content, communication media and communication style.* LSP-GABC 2014, 27-29 May. Kuching, Malaysia.

Gerritsen, M en Hoogma, L. (2014) *Media choice for communication about epidemic diseases in the Netherlands and the UK: A mismatch between sender and receiver! The Language of Medicine: Science, Practice and Academia.* Cerlis conference. Bergamo. June 20th 2014

Van Bakel, M.S., Van Oudenhoven, J.P. & Gerritsen, M. (2014) *Catalysts and barriers: improving quality of contact between expatriates and their local host.* Paper accepted for the European Academy of Management, Valencia, Spain

Van Bakel, M.S. Gerritsen, M. & Van Oudenhoven, J.P. (2014) *The importance of contact quality: Maximizing the impact of expatriate contact with a local host.* Terengganu International Business and Economics Conference 2014, Terengganu, September 2014

Nejjari, W. Gerritsen, M. en Gussenhoven, C. (2014). *Measuring the effect of non-native varieties of English compared to native varieties of English: the challenge of designing stimuli.* Workshop *The perception of Non-Native Varieties: Methods and Findings in Perceptual Dialectology.* Societa Linguistica Europaeae 2014, 47th meeting. Poznan, September 10th 2014

Gerritsen, M. (2014) *Non-nativeness als spelbreker.* Afscheidscollege Radboud Universiteit 13 november 2014

Gerritsen, M. (2013) *Nederland en Vlaanderen: Buren met verschillende culturen.* Belgisch Nederlandse Vereniging Eindhoven, 11 maart 2013

Gerritsen, M. (2013). *Advertising in English. English in product advertisements in Belgium, France, Germany, the Netherlands and Spain.* Publicatessen. Festival Universitario de Publicidad. Segovia, April 16th 2013 (invited plenary speaker)

Van Bakel, M.S., Gerritsen, M. & Van Oudenhoven, J.P.L.M. (2013) *The impact of contact quality between expatriate and local host on the success of the international assignment: an empirical study.* Global Conference on International Human Resource Management, State College, PA, USA (9-10 May 2013)

Gerritsen, M. (2013) *The Challenge of Doing Business across the Belgian-Dutch border.* Global Advances In Business Communication (GABC). 5th Annual Tricontinental Conference, Antwerp 30 May 2013 (invited key-note speaker)

Gerritsen, M. (2013) *Women in Academia in the Netherlands and at the Radboud University Nijmegen.* Lecture at the Workshop Equal Opportunities, Muenster, June 20th 2013

Gerritsen, M. (2013) *Media choice in health communication: the mismatch between sender and receiver.* Societas Linguistica Europaeae 2013, Split September 19th 2013

Gerritsen, M. (2012) *The reflection of national culture in media choice. Recruiting personnel and seeking employment in Germany and the Netherlands*. Anéla 2012 Applied Linguistics Conference. Lunteren, May 9th 2012

Gerritsen, M. Dagvoorzitter van congres *Marketing buiten de Nederlandse grenzen; een wereldwijd perspectief*, Nijmegen 24 mei 2012

Gerritsen, M & Hoogma, L. (2012) *Media choice in health communication. Differences between de United Kingdom and the Netherlands in the media governments used for information about the swine flu and in the media that the target groups appreciated most*. The 11th European Conference of the Association of Business Communication. Nijmegen, May 30-June 2, 2012

Sand, A., Gerritsen, M & Hermans, L. (2012) *Manifestation of cultural differences in written internal communication channels*. The 11th European Conference of the Association of Business Communication. Nijmegen, May 30-June 2, 2012

Gerritsen, M.(2012) *Making students aware of their own cultural values and intercultural competence by means of a culture competence awareness project and an intercultural e-mail project*. Conference Teaching, Acquiring and Applying Intercultural Competence Centre for Business Languages and Intercultural Communication at the Johannes Kepler University Linz. 21 September 2012

Gerritsen, M. (2012) *Attracting more tourists by taking account of their cultural background*. The 5th Annual Conference of the EuroMed Academy of Business, October 5th Glion Institute of higher education and LRG University of Applied Sciences, Montreux, Switzerland.

Presentatie Monitor Vrouwelijke Hoogleraren 2012, Pump Your Career (NWO/LNVH). Amsterdam 11 oktober 2012

Gerritsen, M.(2012) *Intercultureel Management*. Masteropleiding Bedrijfscommunicatie. Katholieke Universiteit Leuven, Leuven, 8 november 2012

Gerritsen, M., Verdonk, Th., Visser, A., Sanden, J. van der (2012) *State of affairs women in university positions and academic decision-making bodies in the Netherlands in 2012*. 2nd European Gender Summit, Brussels 29-30 November 2012.
<http://www.epostersonline.com/egs2012/?q=authors-posters&title=Gerritsen>

Van Bakel, M.S., Gerritsen, M. & Van Oudenhoven, J.P. (2012) *Impact of a local host on the Intercultural Communication Competence of expatriates*. Paper for the EIASM Workshop on New Analyses of Expatriation, Paris, France (December 2012)

Gerritsen, M. (2011) *Inleiding Interculturele Communicatie Vlaanderen-Nederland*. Hogeschool Gent, 18 februari 2011 (invited speaker)

Gerritsen, M. (2011) *Taal, Communicatie en het glazen plafond*. Congres Vrouwen in de spotlight. Nijmegen, 8 maart 2011 (invited speaker)

Gerritsen, M and Hoogma, L. (2011) *Media choice in communication about a pandemic: globalization or localization? Differences between the Netherlands and the United Kingdom in the media that governments used to inform their residents about the Swine flu and in the media that the target groups appreciates most.* 3rd International Hamburg Congress of Business Communication. 8-10 september Hamburg

Gerritsen, M. (2011) *Making students aware of their own cultural values and preparing them for international business communication.* 4th ENIEDA Conference, 29 september – 1 oktober, Vrsac

Gerritsen, M. (2011) *Differences between Morocco and Spain in the media that organizations use for personnel Recruitment and the media that employment-seekers use to find a job.* 4th Annual Conference of the EuroMed Academy of Business, Elounda. 21-24 oktober 2011

Gerritsen, M. (2011) *Moet je cultuur vertalen?* Lezing voor het Nederlands genootschap van Tolken en Vertalers (NGTV) , 7 december. Amsterdam (invited speaker)

Gerritsen, M. (2010) *Inleiding Interculturele Communicatie Vlaanderen-Nederland.* Hogeschool Gent, 19 februari 2010) (invited speaker)

Gerritsen, M. (2010) *Bijdrage aan Debat Mevrouw de professor. Over het tekort aan vrouwelijke hoogleraren.* Woman Inc. festival Amsterdam (invited speaker, 6 maart 2010)

Van Bakel, M.S., Gerritsen, M and Van Oudenhoven, J.P. (2010) *Impact of a local host on social support and intercultural communication competence.* Onderzoekersoverleg van Cross-Culturele Psychologie, Universiteit van Tilburg (27 april 2010)

Gerritsen, M. (2010) *Women in higher level teaching and research in the Netherlands.* 3rd Conference of the IRUN Network of Female Professors. Siena, May 6th-7th 2010. Zie www.ru.nl/publish/pages/.../gerritsen_marinel_siena2010.pdf

Sand, A, Hermans, L and Gerritsen, M (2010) *Impact of culture on internal communication.* 10th ABC Europe convention, 27 May 2010, Antwerp

Gerritsen, M. (2010) *The Role of Culture in Media Choice. An experimental explorative study in Germany, Morocco, Spain and the Netherlands,* 10th ABC Europe convention, 28 May 2010, Antwerp

Van Berkel, J, Gerritsen, M. and Meijman, F. (2010) *Patient information leaflets (PILs): Cultural influences in spite of uniform European guidelines.* 10th ABC Europe convention, 29 May 2010, Antwerp

Van Bakel, M.S., Gerritsen, M and Van Oudenhoven, J.P. (2010) *Impact of a local host on social support. A longitudinal study among Western expatriates in the Netherlands.* International Human Resource Management Conference. Birmingham. 9-12 June 2010

Nejjari, W. Gerritsen, M., Korzilius, H.F., Vander Haagen, M. (2010) *The perception of Dutch-accented English by native speakers of British English.* Symposium Uitgesproken Engels. De uitspraak van het Engels in Nederland. Vrije Universiteit Amsterdam, June 25th

Van Bakel, M.S., Gerritsen, M and Van Oudenhoven, J.P. (2010) *Impact of a local host on intercultural communication competence*. International Association for Cross-Cultural Psychology, Melbourne (juli 2010)

Gerritsen, M. and Nickerson, C. (2010) *Cross-cultural Brand Management and Language Choice. Response to the Use of English in Product Advertisements in Non English Speaking Countries in Western and Southern Europe*. 3rd EuroMed Conference of the EuroMed Academy of Business. Nicosia November 5th 2010.

Gerritsen, M. (2009) *Inleiding Interculturele Communicatie Vlaanderen-Nederland*. Hogeschool Gent, 18 februari 2009) (invited speaker)

Van Berkel, J, Gerritsen, M. and Meijman, F. (2009) *Geneesmiddelenbijsluiter in context: de wisselwerking tussen informatie en gedrag*. Etmaal van de communicatiewetenschap 2009, 12-13 februari 2009

Gerritsen, M. (2009) *The Role of Context, Media Richness and Uncertainty Avoidance in Media Choice. An explorative experimental study in Morocco, Spain and the Netherlands* Second WU Symposium on international business communication. Linguistic approaches to intercultural business communication. Wirtschaftsuniversität Wien, June 11th and 12th 2009 (invited speaker)

Van Bakel, M.S., Gerritsen, M and Van Oudenhoven, J.P. (2009) *Contact with host nationals and the success of an international assignment. A longitudinal study among expatriates in the Netherlands*. 10th International Human Resource Management Conference. June 21-24, 2009, Santa Fe, New Mexico

Van Berkel, J., Gerritsen, M. and Meijman, F. (2009) *Patient Information Leaflet (PIL) in context*. ISoP 2009 Reims, Communications workshop: Tuesday 6 October 2009.

Gerritsen, M. (2008) *Het MA programma CIW-BC aan de Radboud Universiteit*. Symposium Bedrijfscommunicatie (Lessius Hogeschool Antwerpen, 25 januari 2008)

Gerritsen, M. (2008) *Inleiding Interculturele Communicatie Vlaanderen-Nederland* (Hogeschool Gent, 22 februari 2008) (invited speaker)

Gerritsen, M. (2008) *The effect of a non native accent in intercultural communication in English*. Workshop in the course *English as a Lingua Franca (ELF): Conceptualisations, Domains, Implications*. Technische Universitaet Braunschweig, June 2nd. 2008 (invited speaker)

Van Berkel, J, Gerritsen, M. and Meijman, F. (2008) *Patient Information Leaflets. Cultural Influences in spite of uniform European guidelines*. Conference of the European Association of Communication in Healthcare. Oslo 3-5 September 2008

Van Bakel, M.S., Gerritsen, M and Van Oudenhoven, J.P. (2007) *Does a host contribute to the success of international assignments? A longitudinal study among expatriates with French or English as their first language in the Netherlands?* 4th Workshop on expatriation. Las Palmas, October 23 and 24 2007.

- Gerritsen, M.. (2007) “*Nederlands, tenzij*” of “*Nederlands, mits*”. *Nederlands en de internationalisering van de informatiestroom*. Taalgala 15 november 2007 (invited speaker)
- Gerritsen, M. (2007) *The effect of Dutch accented English on RP speakers*. The 14th Conference of the International Association for World Englishes. City University of Hong Kong 2007 December 4th .
- Gerritsen, M. (2007) *Differences between cultures in suitability of communication channels for business communication*. LSP & Professional Communication, Asia- Pacific Rim. Partnership in Action: Research, Practice & Training. Hong Kong Polytechnic University and City University of Hong Kong December 10th 2007
- Gerritsen, M. (2007) *The effect on British RP-Speakers of the use of Dutch-accented English in the onset of a telephone sales talk*. Colloquium From society to corporate: A colloquium on call centre communication. LSP & Professional Communication, Asia- Pacific Rim. Partnership in Action: Research, Practice & Training. Hong Kong Polytechnic University and City University of Hong Kong .December 10 2007 (invited speaker)
- Gerritsen, M. (2007) *Het MA programma CIW-BC aan de Radboud Universiteit*. Gastcollege Lessius Hogeschool Antwerpen 12 februari 2007 (invited speaker)
- Gerritsen, M. (2007) *Het effect van Nederlands-Engels op Britten: een voorbeeld van het BC-onderzoek van de Radboud universiteit*. Gastcollege Lessius Hogeschool Antwerpen 12 februari 2007 (invited speaker)
- Gerritsen, M. (2007) *Responses to Dutch-accented English* ABC Europe, Istanbul, May 2007
- Gerritsen, M. and Palmen, M.J. (2007) *Accent and gender, Effects on response rates in telephone surveys* ABC Europe, Istanbul, May 2007
- Gerritsen, M. (2007) *Moet je cultuur vertalen?* ITI Dutch Network Weekend Workshop, Nijmegen, 15-17 June 2007 (invited speaker)
- Gerritsen, M. and Palmen, M.J. (2007) *Effects of agreement in identity between interviewer and respondent on refusal rates in telephone surveys*. Discourse and Identity in Specialized Communication. Gargnano 26th of June
- Gerritsen, M. (2007) *Het effect van Nederlands-Engels en Received Pronunciation op Britten*. Gastcollege Leerstoelgroep Taalbeheersing, Argumentatietheorie en Rhetorica, Univeristeit van Amsterdam, 12 oktober 2007 (invited speaker)
- Oorsprong, M., Gerritsen M, Korzilius, H and Van Meurs, F. (2006) *Plain Engels voor Nederlanders*. Taalwetenschap in Nederland dag. 4 februari 2006
- Gerritsen, M. (2006) *Nederland en Vlaanderen: een wereld van verschil*. Gastcollege Lessius Hogeschool (6 maart Antwerpen (invited speaker)
- Gerritsen, M. (2006) *Engels als Internationale taal*. Gastcollege Lessius Hogeschool (6 maart Antwerpen, invited speaker)

Oorsprong, M., Gerritsen M, Korzilius, H and Van Meurs, F. (2006) *Plain English for a Dutch audience: Comprehension and Preference*. Association for Business Communication, European Convention. Oslo, 9 juni 2006

Gerritsen, M. (2006) *Taal en cultuurverschil: lessen uit onderzoek*. COCD/Flevum conferentie. Rilland Bath ,27 september 2006 (invited speaker)

Gerritsen, M. (2006) *Inleiding Interculturele communicatie*. Gastcollege Lessius Hogeschool 14 december 2006(invited speaker)

Gerritsen, M, Nederstigt, U. and Orlandini, F. (2005) *Patient Information Leaflets in the Netherlands and Germany: A corpus study and a study on patients' appreciation*. Taalwetenschap-in-Nederland-dag, 29 januari 2005

Gerritsen, M. (2005) *Problems of Crosscultural Research*, Young Sietar Intercultural Research Workshop. Nijmegen, 25 februari 2005 (invited speaker)

Gerritsen, M. and Nickerson, C. (2005). *English in print advertising in ELLE in Western Europe. Frequency of occurrence, comprehensibility and the effect on corporate image*. ABC 7th European Convention, Copenhagen, 26-28 May 2005

Gerritsen, M. (2005) *Vraagtekens bij de eenheid van de cultuur der Nederlanden*. Orde van den Prince, Knokke, 14 juni 2005 (invited speaker)

Gerritsen, M. and Nickerson, C. (2005) *The status of English in Europe: Planning or Problem*. ICLaVE3 Conference. Amsterdam, 23 juni 2005)

Gerritsen, M, Nederstigt, U. and Orlandini, F. (2005) *Differences between Germany and the Netherlands in patient package leaflets for Ibuprofen 400 tablets and consequences for adequate drug use*. LSP 2005 Conference, Bergamo, 30 august 2005

Oorsprong, M., Gerritsen M, Korzilius, H and Van Meurs, F. (2006) *Plain English voor Nederlanders*. VIOT-congres Nijmegen, 7 december 2005

Gerritsen, M, Nederstigt, U. and Orlandini, F. (2005) *The impact of culture on patient information leaflets: An analysis of Dutch and German leaflets and an evaluation by Dutch and German respondents and medical specialists*. Document Design Conference 2004. Tilburg, 23 januari 2004

Gerritsen, M. (2004) *Vlaanderen en Nederland: burenen met verschillende bedrijfsculturen*. Lezing Institut Catholique des Hautes Etudes Commerciales. Brussel, 20 april 2004 (invited speaker)

Gerritsen, M. (2004) *Engels in Europa. Voorkomen, attitude en begrip*. Lezing Institut Catholique des Hautes Etudes Commerciales. Brussel, 19 april 2004 (invited speaker)

Gerritsen, M. and Nickerson, C. (2004) *English as a lingua franca in the European business context*, The 6th ABC European Convention. Business Communication around the World: Strategies and Perspectives on Research, Pedagogy and Practice. Milaan, 20 mei 2004

Gerritsen, M. and Wannett, E. (2004) *Cultural differences in appreciation of introductions to presentations*
The appreciation of overviews, anecdotes and ethical appeals in France, Senegal and the Netherlands. The 6th ABC European Convention. Business Communication around the World: Strategies and Perspectives on Research, Pedagogy and Practice, 21 mei 2004(Milaan)

Gerritsen, M. (2004) *Comprehension of and attitude towards English product advertisements in the Netherlands, Germany, Spain and Italy*. 3rd International Conference on Research in Advertising (ICORIA). Oslo , 8 juni. 2004

Gerritsen, M. (2004) *Verschillen tussen vrouwen en mannen in communicatie: coöperatie versus competitie*. Utrechtse Communicatiekring. 16 september 2004. (invited speaker)

Gerritsen, M. (2004) *The impact of culture on communication in hospitality service*. Hoge Hotelschool Maastricht, 29 september 2004 (invited speaker)

Gerritsen, M. Crijns, R., Dominguez, N, Nederstigt, U, Nickerson, C., Van den Brandt, C. Van Meurs, F (2004) *English in print advertising in German, Spanish and Dutch Glossy Magazines. Frequency of occurrence, comprehensibility and the effect on corporate image*. Nijmegen, 4^e Interdisziplinäres Symposium der Forschungskoooperation – Europäische Kulturen in der Wirtschaftskommunikation.16 oktober 2004.

Gerritsen, M. and Verckens, J.P. (2004) *Raising Students Intercultural Awareness and Preparing them for Intercultural Business Communication by e-mail*. Annual meeting Association for Business Communication. Boston 29 oktober 2004

Gerritsen, M. and Van Elderen, B. (2004) *Making students aware of their own cultural values by means of Blackboard*. Annual meeting Association for Business Communication. Boston 29 oktober 2004

Gerritsen, M. (2004) *The impact of culture on communication. Consequences for hospitality service*. Maastricht, Hoge Hotelschool, 1 december 2004 (invited speaker)

Gerritsen, M. (2004) *Vlaanderen en Nederland: burenen met verschillende bedrijfsculturen*. Lezing Institut Catholique des Hautes Etudes Commerciales. Brussel, 20 april 2004

Gerritsen, M. (2004) *Engels in Europa. Voorkomen, attitude en begrip*. Lezing Institut Catholique des Hautes Etudes Commerciales. Brussel, 19 april 2004 (invited speaker)

Gerritsen, M. (2002) *Vlaanderen en Nederland, burenen met verschillende bedrijfsculturen*. Congres Veranderen en Communiceren van de Vlaamse Vereniging voor Zakelijke Communicatie. Brussel. (invited speaker)

Gerritsen, M. (2001) *Nederland en Nederlandstalig België: burenen met verschillende bedrijfsculturen*. Louvain-la-Neuve. (invited speaker)

Gerritsen, M. and Claes, M-Th (2000) *Burenen met verschillende culturen. Culturele verschillen tussen Nederlanders, Vlamingen en Duitsers*. Berlijn, Bijeenkomst universitaire docenten Nederlands in het Duitse taalgebied... (invited speaker)

Gerritsen, M. (2000) *One week workshop Intercultural Communication*, Université François RabelaisTours (invited speaker)

Gerritsen, M. (1999) *Verschillen in communicatiecultuur tussen Nederland en Vlaanderen*, Katholieke Vlaamse Handelshogeschool. Antwerpen (invited speaker)

Gerritsen, M. (1999) *One week workshop Intercultural Communication*, Université François RabelaisTours (invited speaker)

Gerritsen, M. and Claes, M-Th (1999). *Interkulturelle Kommunikation*. Universität zu Köln, Institut für Niederländische Philologie Keulen (invited speaker)

Gerritsen, M. (1999) *Intercultural Communication*. Jahrestagung Sprache und Kultur. Gesellschaft für Angewandte Linguistik,. Frankfurt

Selection of lectures held before 1999

Gerritsen, M. (1998) *One week workshop Intercultural Communication*, Université François RabelaisTours (invited speaker)

Gerritsen, M. (1997) *Die eerste tweejaarlikse simposium oor Taal en Kommunikasi*, Universiteit Stellenbosch (invited speaker).

Gerritsen, M. (1991) *International Conference on Language Contact and Linguistic Change*, University of Poznan ,Rydzyňa) (invited speaker)

Gerritsen, M. (1990) *Rhein-Maas Kulturraum in Europa*, Landschaftsverband Rheinland Aken (invited speaker).

Gerritsen, M. (1990) *Dialectsyntaxis*, Taal en Tongval/Koninklijke Academie voor Nederlandse Taal- en Letterkunde (invited speaker)

Gerritsen, M. (1990) *Cyclus Diachrony*, Cercle linguistique de Copenhague Kopenhagen (invited speaker)

Gerritsen, M. (1989) *Vrouwenstudies*, Koninklijke Zuidnederlandse Maatschappij voor Taal- en Letterkunde en Geschiedenis, Brussel (invited speaker)

Gerritsen, M. (1989) *Neuere Methoden in der Erforschung der historischen Syntax des Deutschen*, Deutsche Forschungsgemeinschaft, Eichstätt (invited speaker)

Gerritsen, M. (1988) *Language Change and Biological Evolution*, Institute for Scientific Interchange,Turijn (invited speaker)

Gerritsen, M. (1989) *Historical Linguistics and Philology*, University of Poznan (invited speaker)

Gerritsen, M. (1985) *Historical Semantics*, University of Poznan (invited speaker).

Gerritsen, M. (1982) *Ortssprachenforschung* Deutsche Forschungsgemeinschaft, Bonn (invited speaker)

Gerritsen, M. (1982) *First interdisciplinary conference on Netherlandic studies* Bureau buitenlandse betrekkingen, Washington (invited speaker)

Gerritsen, M. (1981) *Historical Syntax*, University of Poznan (invited speaker)

Gerritsen, M. (1980) *Word Order Change*, University of Salford (invited speaker)

Gerritsen, M. (1980) *Language Variation and Language Change*, University of Manchester (invited speaker)

Gerritsen, M. (1980) *Syntactic change* Hull University (invited speaker)

Gerritsen, M. (1978) *Sekseverschillen in taalgebruik*, Universitair Instellingen Antwerpen, (invited speaker)

List of publications, see www.marinelgerritsen.eu/publications