

December 20, 2020

Ward van Zoonen Ph.D.
Curriculum Vitae

Assistant Professor
Amsterdam School of Communication Research
University of Amsterdam

Post Doctoral Researcher
Department of Language and Communication Studies
University of Jyväskylä

Gender: Male
Birthday: 29-08-1985
Place of birth: Amsterdam
Country: The Netherlands
Citizenship: Dutch

Address: Duivenkamp 41
Zip Code: 3607 AB, Maarssen
Telephone: 0031 6 462 612 05
E-mail: wardvanzoonen@gmail.com
LinkedIn: www.linkedin.com/in/wvanzoonen

Summary

After obtaining my Ph.D. focusing on employees' use of social technologies, my work included the study of emergent and advanced technologies in the context of organizing. I have paid specific attention to issues related to communication and behavioral visibility, as well as how employees' organize their connectivity to work across time and space.

Current position and previous work experience

- **Assistant Professor** at the Amsterdam School of Communication Research (ASCoR) at the University of Amsterdam (June, 2017 – Current). *Teaching focuses broadly on organizational behaviour and communication at the undergraduate and graduate level. Research interests focus on the impact of evolving digital media and communication in organizational life, particularly in global and remote work contexts.*
- **Post-Doctoral Researcher** at the department of language and communication studies at the University of Jyväskylä (January, 2019 – Current). *My research contributes to the Academy of Finland projects of professor Anu Sivunen and focuses on the causes and consequences of the adoption of enterprise social media and other collaborative tools in global companies.*
- **PhD Candidate** at the University of Amsterdam (September 2014 – June 24, 2017). *The dissertation is about social media use in the workplace. The research focuses on the content, causes, and consequences related to the use of public social media in the workplace.*
- **Visiting Researcher** at the Department of Communication, University of California, Santa Barbara September – November, 2016. *Working on research focused on the*

consequences of information and communication technologies in the workplace.

Collaborated with professor Ronald Rice on several projects.

- **Lecturer** Corporate Communication at the University of Amsterdam (August 2013 – August 2014). *Teaching theory and methodological courses in the field of corporate communication at both the graduate and undergraduate level.*
- **Research Assistant** (September 2012- August 2013).
Working on a cross-European project (ECOPSI) focused on the current and future state of the communication profession. My tasks involved research on communication skills and competences of communication professionals. And valorization of research findings to academia, practice, and the media.

Teaching experience

Highlighted courses

- **Artificial Intelligence in the workplace (graduate level) 2019 – present** (University of Jyväskylä)
 - *The main aim of this seminar is to acquire theoretical and empirical knowledge about the adoption and consequences of artificial intelligence in organisations. The theoretical knowledge is acquired from scientific literature, tutorials and lectures on the subject. Students will be asked to interpret, apply and reflect on the theories and studies in writing assignments, discussions, and/or presentations.*
- **Strategic communication in organizations (graduate level) 2015 – present** (latest student evaluation of January, 2020; 9 on a 10-point scale)
 - *The main aim of this seminar is to acquire theoretical and empirical knowledge about strategic communication within organizations. Among other topics we discuss the role information and communication technologies in various work context including global and remote work.*
- **Organizational Behavior and communication (graduate level) 2019 – present.**
 - *To a large extent, the performance of organizations depends on the behaviors of its employees. In this course students learn about organizational behavior by gaining in depth understanding of a variety of organizational behaviors and the ways in which organizational environments constrain or motivate these behaviors.*

Other courses

- **Thesis supervision (Graduate level) 2017 – present**
- **Research practice Seminar (graduate level) 2015- present** (latest student evaluation of January, 2018; 9.1 on a 10-point scale)
- **Graduation seminar (undergraduate level) 2013- present**
- **Internship supervision (undergraduate level) 2013-2014**
- **Content analysis (Research Master program, graduate level) 2013-2014**
- **Qualitative research methods (undergraduate level) 2013-2014**
- **Communication ethics (undergraduate level) 2013-2014**
- **Mass media and Society (undergraduate level) 2013-2014**
- **Survey Design (undergraduate level) 2013-2014**
- **Content Analysis (undergraduate level) 2013-2014**

Research funding and supervision

- **Supervision of graduate and under-graduate students** over the course of the past years at least 60 students have graduated from the University of Amsterdam under my supervision.
- **Secondary supervisor** on the doctoral project of Kaisa Pekkala at the University of Jyväskylä.
- **Travel grants** from the Ph.D. fund of the University of Amsterdam (€ 4.800)
- **Early Completion Bonus** I received an early completion bonus for my dissertation project (€ 3.000)
- **Research visit grant** I obtained a grant to support my research visit to the University of California at Santa Barbara (€ 5.000).
- **Research grant** (€ 32.349). Stimuleringsfonds voor de media. Co-researcher on *The News Value of Corporate PR*.
- **Research grant** (€ 23.000). Stichting Wetenschappelijk Onderzoek Commerciële Communicatie (SWOCC). Co-researcher on a project examining *AI-based technologies in customer service departments*.

Education

- **Ph.D.: Doctor of Philosophy in Communication Science** (2014-2017), Amsterdam School of Communication Research at the University of Amsterdam. Dissertation: *Understanding Social Media Use for Work: Causes, Content, and Consequences*. Public defense date; 23 June, 2017.
- **MSc.: Research Master in Communication Science** (2011 – 2013), University of Amsterdam. Specialization in Corporate Communication. GPA: 8.0
- **BSc.: Bachelor in Communication Science** (2009-2011), University of Amsterdam
- **BBA.: Bachelor in Business Administration** (2005-2009), Amsterdam University of Applied Sciences (HvA), specialising in marketing and economics

Additional courses and skills

- **Teaching Qualification** – In the Fall of 2020 I completed the teaching qualification course. The course covers topics such as: activating teaching, lesson design, presentation skills, test construction, supervision skills and evaluation. More information on the course is available at: <https://learnacademy.vu.nl/nl/opleidingen-cursussen/cursus-bko-course-for-uva-lecturers/index.aspx>.
- **Advanced course in Multilevel Modeling** – Summer school Universiteit Utrecht (2019). *Summer course provided by Mirjam Moerbeek. The course is aimed at*

understanding the theoretical, methodological, and statistical issues related to multi-level modelling. (equivalent to 1 ECTS)

- **Introduction to Multilevel Modeling** – Summer school Universiteit Utrecht (2019). *Summer course provided by Mirjam Moerbeek. The course is aimed at understanding the theoretical, methodological, and statistical issues related to multi-level modelling. (equivalent to 1 ECTS)*
- **Causal Modeling Using Stata** – Summer course Vrije Universiteit Amsterdam (2012). *Summer course provided by Pete Diprete (Columbia University), introducing causal inference for point and time varying treatments. Topics included: regression and causality, matching and instrumental variable estimators of causal effects, fixed effects, differences-in-differences and panel data. Course was successfully completed (equivalent to 3 ECTS).*
- Advanced knowledge of computer programs
Advanced knowledge of statistical programs (e.g. SPSS, AMOS, EQS, Mplus, STATA)
Working knowledge of content analysis tools (e.g. Atlasti, dtsearch)
Advanced knowledge of data gathering tools (e.g. LexisNexis, Wikiscraper, Topsy; Coosto)
Basic knowledge of programming language Python.
- Languages: Dutch (native) and English

Awards

6. Top paper organizational communication at the 106th National Communication Association Conference in Indianapolis, Texas, USA, November 2020.
5. Top downloaded article 2017-2018 of New Technology, Work and Employment (Wiley Publishing)
4. Top paper award organizational communication at the 68th International Communication Association Conference in Prague, Czech Republic, May, 2018.
3. Best student paper organizational communication at the 103rd National Communication Association Conference in Dallas, Texas, USA, November 2017.
2. Top paper organizational communication at the 103rd National Communication Association Conference in Dallas, Texas, USA, November 2017.
1. Top paper award at the 66th International Communication Association conference in Fukuoka, Japan, June 2016.

Academic publications

21. **van Zoonen, W.**, Sivunen, A., & Rice, R. E. (2020). Boundary communication: how smartphone use after hours is associated with work-life conflict and organizational identification. *Journal of Applied Communication Research*, 1-21.
20. Ter Hoeven, C. L., & **Van Zoonen, W.** (2020). Helping others and feeling engaged in the context of workplace flexibility: The importance of communication control. *International journal of business communication*, 1-22. Doi; 10.1177/2329488419898799.
19. Büchler, N., ter Hoeven, C. L., & **van Zoonen, W.** (2020). Understanding constant connectivity to work: How and for whom is constant connectivity related to employee well-being?. *Information and Organization*, 30(3), 1-20 Doi: 10.1016/j.infoandorg.2020.100302.
18. **van Zoonen, W.**, & Sivunen, A. (2020). Knowledge Brokering in an Era of Communication Visibility. *International Journal of Business Communication*, 1-18. Doi: 10.1177/2329488420937348.
17. Schafraad, P. & **Van Zoonen, W.** (2019). How news values in corporate press release influence journalistic capital investment. *Communications: The European Journal of Communication Research*. (ahead-of-print)
16. Araujo, T., van Zoonen, W., & ter Hoeven, C. L., (2019). *Automated one-2-one communication: the uses and adoption of conversational agents (Chatbots) in and by organizations* (SWOCC; Vol. 73). Amsterdam: Stichting Wetenschappelijk Onderzoek Commerciële Communicatie.
15. **Van Zoonen, W.** & Treem, J.W. (2019). The Role of Organizational Identification and the Desire to Succeed in Employees' Use of Personal Twitter Accounts for Work *Computers in Human Behavior*. Doi: 10.1016/j.chb.2019.06.008
14. Rice, R. E., Heinz, M., & **van Zoonen, W.** (2019). A Public Goods Model of Outcomes from Online Knowledge Sharing Mediated by Mental Model Processing, *Journal of Knowledge Management*. 23(1), 1-22. Doi: 10.1108/JKM-06-2018-0360
13. **Van Zoonen, W.** & Banghart, S. G. (2018). Talking engagement into being: A three-wave panel study linking boundary management preferences, work communication on social media, and employee engagement *Journal of Computer-Mediated Communication*. Doi: 10.1093/jcmc/zmy014
12. **Van Zoonen, W.**, Bartels, J., van Prooijen, A. M., & Schouten, A. P. (2018). Explaining online ambassadorship behaviors on Facebook and LinkedIn. *Computers in Human Behavior*, 87, 354-362.
11. **Van Zoonen, W.** & Rice, R. E. (2017). Paradoxical implications of personal social media use for work. *New Technology, Work, and Employment*, 32(3), 228-246.

10. **Van Zoonen, W.** Verhoeven, J.W.M., & Vliegthart, R. (2017). Understanding the consequences of social media use for work. *European Management Journal*, 35(5), 595-605.
9. **Van Zoonen, W.**, Verhoeven, J.W.M., & Vliegthart, R. (2016). Social media's dark side: Inducing boundary conflicts. *Journal of Managerial Psychology*, 31(8), 1-15.
8. **Van Zoonen, W.** & Van der Meer, G. L. A. (2016). Social media research: The application of supervised machine learning in organizational communication research. *Computers in Human Behavior*, 63, 132-141. Doi: 10.1016/j.chb.2016.05.028
7. Schafraad, P., **Van Zoonen, W.**, & Verhoeven, P. (2016). The news value of Dutch corporate press releases as a predictor of corporate agenda building power. *Public Relation Review*, 42(3), 451-458. Doi: 10.1016/j.pubrev.2015.11.014
6. **Van Zoonen, W.**, Verhoeven, J.W.M., & Vliegthart, R. (2016). How employees use Twitter to talk about work: A typology of work-related tweets. *Computers in Human Behavior*, 56, 329-339. Doi: 10.1016/j.chb.2015.09.021
5. Ter Hoeven, C. L., **Van Zoonen, W.**, & Fonner, K. L. (2016). The practical paradox of technology: The influence of communication technology on employee well-being, *Communication Monographs*, 83(2), 239-263. Doi: 10.1080/03637751.2015.1133920
4. Ter Hoeven, C. L. & **Van Zoonen W.** (2015). Flexible work designs: Helping or hindering employee well-being? Testing the autonomy paradox. *New Technology, Work and Employment*, 30(3), 237-255. Doi: 10.1111/ntwe.12052
3. **Van Zoonen, W.** & Van der Meer, G. L. A. (2015). Crisis communication in a socially mediated era. *Journal of Public Relations Research*, 27(5), 371-388. Doi: 10.1080/1062726X.2015.1062382
2. **Van Zoonen, W.**, Van der Meer, G. L. A., & Verhoeven, J. W. (2014). Employees work-related social-media use: His master's voice. *Public Relations Review*, 40(5), 850-852. Doi: 10.1016/j.pubrev.2014.07.001
1. **Van Zoonen, W.**, Verhoeven, J.W.M., & Elving, W.J.L. (2014). Understanding employees' work-related social media use: An extension of theory of planned behavior. *International Journal of Management, Economics and Social Sciences*, 3(4), 164-183.

Currently Under Review

14. **van Zoonen, W.**, Sivunen, A., & Treem, J.W. (revise and resubmit– R2). Technology Assisted Supplemental Work: A Multilevel Analysis of Perpetual Work Practices. *Journal of Organizational Behavior*.

13. **van Zoonen, W.**, Treem J. W. & Sivunen, A. (revise and resubmit – R1). Do Workers Fear Communication Visibility? An analysis of fear factors predicting enterprise social media use. *International Journal of Communication*.
12. **van Zoonen, W.** & Ter Hoeven, C. L. (revise and resubmit – R1). Disruptions and Mental Health during the COVID-19 Pandemic: Comparing Stressors for Employees conducting essential and nonessential work. *Journal of Business Research*
11. **van Zoonen W.**, Sivunen, A., Blomqvist, K., Olsson, T., Ropponen, A. Henttonen, K., Vartiainen, M. (under review). Understanding stressor-strain relationships during the COVID-19 pandemic. The role of social support, adjustment to remote work, and work-life boundaries. *Journal of Management and Organization*.
10. **van Zoonen W.**, Sivunen, A., Blomqvist, K., Henttonen, K., Olsson, T., Ropponen, A. Vartiainen, M. (Revise and Resubmit – R1). Factors influencing knowledge workers' adjustment to remote work: employees initial responses to the COVID-19 pandemic. *New Technology Work and Employment*.
9. **van Zoonen, W.** Sivunen, A., & Treem, J. W. (under review). After-hour connectivity as a resource: How connectivity reduces exhaustion. *Human Communication Research*
8. Araujo, T., **van Zoonen, W.**, & ter Hoeven, C. L. (under review). Human-Machine Communication in everyday (consumer) life: Individual factors influencing chatbot usage and perceptions. *Cyberpsychology, Behavior, and Social Networking*.
7. Treem, J. W., **van Zoonen, W.** & Sivunen, A. (under review). Examining Communication Visibility and Social Technology Platform Use in Organizations. *New Media & Society*
6. **van Zoonen, W.**, Sivunen, A., & Gibbs, J. L. (under review). Technology, Norms, and Engagement: Understanding the drivers of constant connectivity in global work. *Information & Organization*.
5. Araujo, T., **van Zoonen, W.**, & ter Hoeven, C.L. (under review). AI as a Customer Service Team Member? Exploring the Deployment of Conversational Agents in Business-to-Consumer Contexts. *Journal of Business Research*.
4. **van Zoonen, W.**, Sivunen, A., Treem, J.W. & Rice, R. (under review). Organizational computer-mediated communication technologies and their impact on communication visibility and perceived proximity. *European Journal of Information Systems*.
3. Pekkala, K., & **van Zoonen, W.** (under review). Is it my job or not? Employees' perceptions of their communicative role, its antecedents and relationships to work-related communication intentions of social media. *New Technology Work and Employment*.
2. Pekkala, K. & **Van Zoonen, W.** (Revise and Resubmit – R1). Employees' work-related social media use: The mediating role of social media communication self-efficacy. *European Management Journal*.

1. **Van Zoonen, W.** & Sivunen, A. (Revise and Resubmit – R1). Are we in this together? The impact of remote work transitions and mediated communication practices on workplace isolation and psychological distress. *Human Relations*.

Conferences Presentations & Invited Talks

42. van Zoonen, W., Treem, J. W., & Sivunen, A. (2020). Driven by Fear: An Analysis of Fear Factors Predicting ESM Platform Use. Paper to be presented at the 106th Annual National Communication Association (NCA) convention, Indianapolis, Indiana, USA. **Paper Received a Top Paper Award Organizational Communication Division.**
41. Treem, J. W., van Zoonen, W., & Sivunen, A. (2020). Examining communication visibility and social technology platform use in organizations. Paper presented at 80th Academy of Management Conference, Vancouver, BC, Canada.
40. Sivunen, A., Gibbs, J. L., & van Zoonen (2020). Technology, Norms, and Engagement: Understanding the Drivers of Constant Connectivity in Global Work. Paper presented at the 71st Annual Conference of the International Communication Association (ICA), GoldCoast, Australia.
39. van Zoonen, W. & Sivunen, A (2020). Driven by fear: An analysis of fear factors predicting enterprise social media use. Paper to be presented at the European Communication Research and Education Association (ECREA) Conference. Braga, Portugal
38. Araujo, T., van Zoonen, W. & ter Hoeven, C. L. (2020). Human-Machine Communication in the Everyday (Consumer) Life: Factors Influencing Customer Service Chatbot Usage. Paper presented at the 71st Annual Conference of the International Communication Association (ICA), GoldCoast, Australia.
37. Gibbs, J. L. van Zoonen, W., & Sivunen, A. (2019). Understanding Connectivity. Paper presented at the ‘Promoting Well-being in Virtual Work symposium’ at the 79th Academy of Management Conference, Boston, MA, USA.
36. van Zoonen, W., (2019). Knowledge Brokering in an Era of Communication Visibility. Paper presented at the WORK Conference, Helsinki, Finland.
35. van Zoonen, W. (2019, June). Keynote: Leveraging Social Media in the Workplace, Invited talk at Connected Circles. Amsterdam Netherlands. June 5th
34. van Zoonen, W., (2019). Technology Assisted Supplemental Work: A Multilevel Analysis of Perpetual Work Practices. Paper presented at the 69th Annual Conference of the International Communication Association (ICA), Washington D.C., USA.

33. Araujo, T., van Zoonen, W., & ter Hoeven, C.L. (2019). AI as a Customer Service Team Member? Exploring the Deployment of Conversational Agents in Business-to-Consumer Contexts. Paper presented at the 69th Annual Conference of the International Communication Association (ICA), Washington D.C., USA.
32. van Zoonen, W., Sivunen, A., & Rice R. E. (2019). Communication Technology Use After Hours: Finding Comfort in Boundary-Spanning Communication. Paper presented at the 69th Annual Conference of the International Communication Association (ICA), Washington D.C., USA.
31. Buchler, N., ter Hoeven, C. L., & van Zoonen, W. (2019). Understanding Constant Connectivity to Work: How and for Whom is Constant Connectivity Related to Employee Well-Being. Paper presented at the 69th Annual Conference of the International Communication Association (ICA), Washington D.C., USA.
30. van Zoonen, W., Bartels, J., van Prooijen, A. M., & Schouten, A. P. (2018). Predicting employees' online ambassadorship behaviors on Facebook and LinkedIn. Paper presented at the 68th Annual Conference of the International Communication Association (ICA), Prague, Czech Republic. **Received top paper award organizational communication division**
29. van Zoonen, W. (2018). The meaning of work and job insecurity in an era of technological ubiquity. Paper presented at the 68th Annual Conference of the International Communication Association (ICA), Prague, Czech Republic.
28. Schafraad, P. & Van Zoonen, W. (2018). How news values in corporate press release influence journalistic capital investment. Paper presented at the 68th Annual Conference of the International Communication Association (ICA), Prague, Czech Republic.
27. Büchler, N., Ter Hoeven, C.L., & Van Zoonen, W. (2018). The always-connected age of modern technology: Constant connectivity to work and its relationship to employee well-being. *Paper presented at the EAWOP SGM Working Anywhere Anytime, Leuven, Belgium.*
26. van Zoonen, W., Bartels, J., van Prooijen, A. M., & Schouten, A. P. (2018). Predicting employees' online ambassadorship behaviors on Facebook and LinkedIn. *Etmaal voor de Communicatiewetenschap, February 8-9, 2017, Ghent, Belgium.*
25. Bartels, J., Schouten, A. P., van Prooijen, A. M., & van Zoonen, W. (2018). Should I should or listen? The role of organizational Facebook communication in employees' electronic word of mouth. Paper presented at *Etmaal voor de Communicatiewetenschap, February 8-9, 2017, Ghent, Belgium.*
24. Ter Hoeven, C.L. & Van Zoonen, W. (2017). The workplace flexibility-engagement relationship through helping behavior: The role of ICT. *Academy of Management Proceedings, Academy of Management Briarcliff Manor, NY 10510.+*

23. Ter Hoeven, C.L. & Van Zoonen, W. (2017). The relationship between workplace flexibility and engagement through helping: The buffering effect of technology use. Paper presented at the 67th Annual Conference of the International Communication Association (ICA), San Diego, USA.
22. Van Zoonen, W. & Rice, R. E. (2017). Paradoxical implications of personal social media use for work. Paper presented in the B.E.S.T. paper session organizational communication at the 67th Annual Conference of the International Communication Association (ICA), San Diego, USA.
21. Van Zoonen, W. & Banghart, S. (2017). Talking engagement into being: A three wave panel study of boundary management preferences, work-related social media use, and employee engagement. Paper presented at the 67th Annual Conference of the International Communication Association (ICA), San Diego, USA.
20. Van Zoonen, W. & Banghart, S. (2017). What comes first social media use for work or engagement? A three-wave panel study. Paper presented at the 103rd National Communication Association (NCA) conference, Nov 16-19, Dallas, United States.
Received both top paper award, and top student paper award in the organizational communication division
19. Van Zoonen, W., (2017). What comes first social media use for work or engagement? A three-wave panel study. Paper presented at Etmaal voor de Communicatiewetenschap, February 3-4, 2016, Tilburg, Netherlands.
18. Van Zoonen, W., (2017). The shackles of freedom: Paradoxical consequences of personal social media use for work. Paper presented at Etmaal voor de Communicatiewetenschap, February 3-4, 2016, Tilburg, Netherlands.
17. Van Zoonen, W. (2016). Social media's dark side: Inducing boundary conflicts. Paper presented at 66th conference of the International Communication Association, June 6-12, Fukuoka, Japan. **Received top student paper award organizational communication division**
16. Van Zoonen, W. (2016). Twitter at work: The role of career commitment and organizational engagement in work related communication technology use. Paper presented at 66th conference of the International Communication Association, June 6-12, Fukuoka, Japan.
15. Van Zoonen, W. (2016). Social Media's Dark side. Corporate Communication an international conference, June 2 – 4, New York, United States.
14. Van Zoonen, W., (2016). Two sides of the same coin: Identifying social media related demands and resources. Poster presentation at 66th conference of the International Communication Association, June 6-12, Fukuoka, Japan

13. Van Zoonen, W., (2016). Two sides of the same coin: Identifying social media related demands and resources. Paper presented at Etmaal voor de Communicatiewetenschap, February 3-4, 2016, Amsterdam, Netherlands.
12. Van Zoonen, W., (2016). The role of motivation and organizational identification in work related social media use. Paper presented at Etmaal voor de Communicatiewetenschap, February 3-4, 2016, Amsterdam, Netherlands.
11. Van Zoonen, W., (2015, October). Round table discussion on the effects of social media for work. Invited panel member at the social conference, Amsterdam
10. Van Zoonen, W., (2015, May). The potential of social media technologies in the workplace, Invited talk at DnB NOR (Norwegian bank headquartered in Oslo).
9. Schafraad, P., & Van Zoonen, W. (2015). Do news factors in corporate press releases influence the way journalists treat these press releases?. Paper presented at the Future of Journalism, September, 10-11, Cardiff, Wales.
8. Van Zoonen, W., Verhoeven, J.W.M., & Vliegthart, R. (2015). Work-related social media content: The socially mediated workplace. Paper presented at 65th conference of the International Communication Association, May 20-25, San Juan, Puerto Rico.
7. Ter Hoeven, C., Van Zoonen, W., & Fonner, K. I. (2015). The practical paradox of technology: The influence of communication technology on employee well-being. Paper presented at 65th conference of the International Communication Association, May 20-25, San Juan, Puerto Rico.
6. Van Zoonen, W. & Van der Meer, G. L. A. (2015). Crisis communication in a socially mediated era. Paper presented at Etmaal voor de Communicatiewetenschap, February 3-4, 2015, Antwerp, Belgium.
5. Van Zoonen, W., Verhoeven, J.W.M., & Elving, W.J.L. (2014). Explaining employees' work-related social-media use. Paper presented at Etmaal voor de Communicatiewetenschap, February 3-4, 2014, Wageningen, Netherlands.
4. Ter Hoeven, C. & van Zoonen, W. (2014). Flexible work designs and employee well-being. Paper presented at 64th conference of the International Communication Association, May 22-26, 2014, Seattle, United States.
3. Elving, W.J.L., Valentini, C.L., & Van Zoonen, W. (2014). SOS: Send our stuff? Social media engagement of big European corporations. Paper presented at Euprera Conference, September, 11-13, Brussels, Belgium.
2. Elving, W.J.L., Valentini, C.L., & Van Zoonen, W. (2014). Old wine in new bottles? About social media use of Corporations. Paper presented at 27th Bled.com conference, June 19-22, Bled, Slovenia.
1. Van Zoonen, W., Valentini, C., & Elving, W.J.L. (2013). CSR communication, dialogue strategies and social media: An empirical investigation of top corporations use of social

media. Paper presented at the 2nd CSR Communication conference, September 18-20, Aarhus, Denmark.

Other publications (*selection*)

11. van Zoonen, W. (2020). Technologies of Accountability. An Analysis of organizational design logics. KLM, Schiphol, Amsterdam
10. van Zoonen, W. (2020). Integrating Social Service Software to facilitate global work. Cargotec, Helsinki, Finland.
9. van Zoonen, W. (2019). Experiences of the benefits and drawbacks of mediated work practices in global work. Neste, Helsinki, Finland.
8. Van Zoonen, W., (2016). Social media business report: Paradoxes of social media. Canon, Amstelveen.
7. Van Zoonen, W., (2016). Business report: Informational needs and technology use. Deloitte, Rotterdam.
6. Van Zoonen, W., (2016). Social media research: It's consequences in the workplace. T-Mobile, Den Haag.
5. Van Zoonen (4 April, 2016). Do not force social media upon your employees. Interview with Emerce published online. <http://www.emerce.nl/interviews/zet-iedere-medewerker-op-social>
4. Dilmac, H. (6 Mei, 2015). Social media op de werkvloer: zegen of vloek? Gepubliceerd op <https://www.hrpraktijk.nl/topics/arbeidsvoorwaarden/nieuws/social-media-op-de-werkvloer-zegen-vloek>
3. Van der ploeg, J. (29 April, 2015). Wanneer laat je de werknemers los op internet? Twitteren op het werk is zo gek nog niet. Volkskrant, p. 34.
2. Ter hoeven, C. L. & van Zoonen, W. (2015). *Onderzoek het slimme werken: Werken in BAM-huizen*, BAM, Bunnik.
1. Ter hoeven, C. L., Van Gemert, E., & Van Zoonen, W. (2015). *Het nieuwe werken en synergie: Samenwerken of tegenwerken?* Het nieuwe teamwerken. Gepubliceerd op hetnieuweteamwerken.be. On invitation of the knowledge platform "Het Nieuwe Teamwerken" of Vlerick Business School: <http://hetnieuweteamwerken.be/blog/het-nieuwe-werken-en-synergie-samenwerken-tegenwerken>

Academic Service

Journal Referee

Reviewing manuscripts in the field of organizational communication, with a focus on information and technology use in the workplace and structural research designs.

- Corporate Communications: An international journal

- Journal of Business Ethics
- Journal of public relations research
- International journal of human resource management
- Journal of Communication
- Information & Management
- Communication Research
- Journal of Computer-Mediated Communication
- Computers in Human Behaviour
- Management Communication Quarterly

Conference Referee

- Dutch & Flanders Communication conference
- International Communication Association: Organizational Communication Division.

Memberships

- NeFCA Netherlands and Flanders Communication Association.
- International Communication Association
- Academy of Management

Committees and other services

- Member Ethics Review Board at the Amsterdam School of Communication Research, University of Amsterdam.
- Internship Coordinator for professional research master track, Organizational Communication.