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Understanding enthusiasm: structure, function, and social regulation

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Curriculum Vitae

Rijn Vogelaar was born in 1969 in Steenbergen, the Netherlands. After completing his pre-university education at Moller Lyceum in Bergen op Zoom, he studied at the University of Amsterdam, where he obtained a master's degree in social psychology and Psychological Methodology in 1994. As part of his academic training, he spent six months at the University of Leeds in the United Kingdom, where he conducted research on decision making. After graduation, he fulfilled his military service as a Navy Officer and applied researcher at the Social Sciences Department of the Royal Netherlands Navy. He subsequently worked at the Department of Behavioral Sciences of the Royal Netherlands Armed Forces and later as a labour market researcher and policy advisor at the Dutch Ministry of Defence.

From 2000 to 2013, he was affiliated with Blauw Research, where he held various research and managerial positions and served as Chief Executive Officer from 2006 onward. In this role, he combined strategic leadership with the supervision and development of research professionals. During this period, he conducted applied research in the field of customer enthusiasm and organizational engagement. He also authored his first book on enthusiasm, *The Superpromoter* (2011), which was based on this line of applied research. After leaving Blauw Research, he founded his own consultancy firm, *The Superpromoter Academy*, through which he provides keynote lectures, executive coaching, and advisory services related to customer and employee enthusiasm.

From 2020 to May 2024, he also worked as Research Director at Yorizon, where he supervised researchers and data analysts and guided research projects focused on digital well-being and organizational functioning. He has authored several books on enthusiasm and positive organizational dynamics. These professional activities laid the foundation for the academic research presented in this dissertation.

The PhD research was conducted at the Institute of Psychology, Faculty of Social and Behavioural Sciences, Leiden University, within the section of Social, Economic and Organisational Psychology. During his doctoral trajectory at Leiden University, he

completed the mandatory courses Leiden University PhD Introductory Meeting, Scientific Integrity, and Data Management. Given his more than twenty years of professional research experience, no additional formal training within the doctoral training programme was required beyond the mandatory components.