About the author

Jeroen Maas graduated in Biology (2000) and Culture, Organisation and Management (2001) at the VU University Amsterdam. He combined these two different paradigms of sciences and social sciences when he started lecturing during his studies and afterwards at the VU University. In search for more practical experience in the area of development, he worked as a self-employed consultant in Kenya, working for a number of organisations involved in socio-economic development, water and sanitation, clean air, and responsible energy initiatives. Interest in the public domain made him return to the Netherlands, where he became policy writer at the Dutch Ministry of the Interior and Kingdom Relations. He later joined Atos Consulting as a management consultant, involved in the organisational change management that accompanies the introduction of innovative techniques in national and multinational companies (care organisations and industry). During this period, he also resumed lecturing and research in Bangladesh and he later rejoined the academy.

His (research) interest in both organizational change and development and system’s changes resulted in this PhD thesis on behavioural change towards social entrepreneurship. In his current activities, he increasingly focuses on the health care sector. He teaches management in health care and management of innovations, two topics close to his heart.

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