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Formation

- Master in Economics, University of Liège (Belgium)
- Ph.D. in Business Administration, The Pennsylvania State University (USA)

Projets en cours

- Database marketing: segmentation, targeting, response modeling, data mining.
- Online recommender systems and customer decision-support systems: conjoint analysis, collaborative and information filtering.

Publications

✉ **Publications académiques**

Ouvrages

Principles of Marketing Engineering. (avec G. Lilien, A. Rangaswamy). (USA) : Trafford Publishing, 2007 (Visitez <http://www.mktgeng.com>)

Articles

"How Incorporating Feedback Mechanisms in a DSS Affects DSS Evaluations" (U. Kayande, A. De Bruyn, G. Lilien, A. Rangaswamy, G. Van Bruggen), *Information Systems Research*, déc. 2009, Vol. 24, Numéro 4, p. 527-546

"Estimating the Influence of Fairness on Bargaining Behavior" (A. De Bruyn, G. Bolton), *Management Science*

"Hierarchical Bayesian Conjoint Models Incorporating Measurement Uncertainty" (J. Liechty, D. Fong, E. Huizingh, A. De Bruyn), *Marketing Letters*

"A Multi-Stage Model of Word of Mouth through Viral Marketing" (A. De Bruyn, G. Lilien), *International Journal of Research in Marketing*

"Offering Online Recommendations with Minimum Customer Input through Conjoint-Based Decision Aids" (A. De Bruyn, J. Liechty, E. Huizingh, G. Lilien), *Marketing Science*

"Modeling voter choice to predict the final outcome of two-stage elections" (W. Kamakura, J. Mazzon, A. De Bruyn), *International Journal of Forecasting*, oct. 2006, p. 0-0

✉ **Working Papers**

"Offering Online Recommendations to Impatient, First-Time Customers with Conjoint Based Segmentation Trees" (avec J. Liechty, E. Huizingh, G. Lilien). MSI, 05-103 janv. 20.

"A Multi-Stage Model of Word of Mouth through Electronic Referrals" (avec G. Lilien). eBRC, 2004-02 janv. 20.

"Predicting Bargaining Behavior: Out-of-Sample Estimates from a Social Utility Model with Quantal Response" (avec G. Bolton). ISBM, 2004-1 janv. 20.

✎ Autres publications

Communications publiées

"Optimizing Donations with Individually-Tailored Donation Grids: An Econometric Model of Compliance and Generosity", avec S. Prokopec. In : *Proceedings of the 39th EMAC Conference*, EMAC Conference 2010. Copenhagen (Denmark) : EMAC, 2010.

"Marketing Management Support Systems: When Help is Not Recognized", avec N. Althuizen, B. Wierenga, G. Van Bruggen. In : *Proceedings of the 39th EMAC Conference*, EMAC Conference 2010. Copenhagen (Denmark) : EMAC, 2010.

"The Impact of Anchors on Donors' Behavior: A Field Experiment", avec S. Prokopec. In : *Advances in Consumer Research, Volume 37*, Advances in Consumer Research. Pittsburgh (USA) : Association for Consumer Research, 2009.

"When Asking for More Leads to Getting Nothing: the Impact of Anchors on Donors' Behavior", avec S. Prokopec. In : *Proceedings of the 38th EMAC Conference*, European Marketing Conference 2009. Nantes (FRANCE) : Jean-Pierre Helfer, Jean-Louis Nicolas, 2009, p. CD.

"How to Profile your Customers Using Collaborative Database Profiling: an Application to Age Estimation", avec N. Tramonte. In : *Proceedings of the 37th EMAC Conference*, EMAC 2008. Brighton (United Kingdom) : European Marketing Academy, 2008.

"The Effect of Feedback and Learning on Decision-Support System Adoption", avec U. Kayande, G. Lilien, A. Rangaswamy, G. Van Bruggen. In : *Proceedings of the 35th EMAC Conference*, European Marketing Academy 2006 Conference. Athens (Greece) : European Marketing Academy, 2006, p. 0-0.

"Short Term Impact, Long Term Doom: The Paradox of Optimizing the Number of Solicitations in Direct Marketing Fundraising", In : *Proceedings of the 35th EMAC Conference*, European Marketing Academy 2006 Conference. Athens (Greece) : European Marketing Academy, 2006, p. 0-0.

"Predicting the final outcome of two-stage elections with a voter-choice model", avec W. Kamakura, J. Mazzon. In : *Proceedings of the 35th EMAC Conference*, 35th EMAC Conference. Athens (Greece) : European Marketing Academy, 2006, p. 0-0.

"Offering Collaborative-like Recommendationis When Data is Sparse: The Case of Attraction-weighted Information Filtering", avec C. Giles, D. Pennock. In : *Lectures Notes in Computer Science n° 3137. Proceedings of the Third International Conference on Adaptive Hypermedia and Adaptive Web-based Systems*, Berlin (Allemagne) : Springer Verlag, 2004.

Autres activités

‣ Activités scientifiques

Communications présentées à des conférences

"Predicting Bargaining Behavior when Money is not All that Matters: The Role of Fairness Considerations in Shaping Price Agreements", (avec G. Bolton). 34th EMAC Conference, Milan, Italie, 27 mai 2005

- Offering Collaborative-Like Recommendations When Data Is Sparse: The Case of Attraction-Weighted Information Filtering (with C. Lee Giles and David M. Pennock), International Conference on Adaptive Hypermedia and Adaptive Web-Based Systems, Eindhoven, The Netherlands, forthcoming August 2004.

- How Much Is Your Customer Database Worth? A Stochastic, Finite Mixture Model of Lifetime Value, INFORMS Marketing Science Conference, Amsterdam, The Netherlands, June 2004.

- Viral Recruiting: Model and Applications (with Arvind Rangaswamy), INFORMS Annual Meeting, Atlanta, GA, October 2003.

- Designing Optimal Sequence of Questions for Online Recommendation Systems (with John C. Liechty and Arvind Rangaswamy), INFORMS Annual Meeting, Atlanta, GA, October 2003.

- Bargaining and the Predictive Value of Social Utility (with Gary E. Bolton), INFORMS Annual Meeting, Atlanta, GA, October 2003.

- Will They Listen Anyway? Viral Marketing and the Effectiveness of Online Word of-Mouth Referrals, AMA Summer Educators' Conference, Chicago, IL, August 2003.

- Designing an Optimal Set of Questions for Product Design and Recommendation Systems (with John C. Liechty and Arvind Rangaswamy), INFORMS Marketing Science Conference, University of Maryland, MD, June 2003.

- Offering Online Recommendations to Impatient, First-Time Customers with Conjoint Based Segmentation Trees (with John C. Liechty, Eelko K.R.E. Huinzigh and Gary L. Lilien), EMAC Conference, Glasgow, United Kingdom, May 2003.

‣ Affiliations et activités académiques

- European Marketing Academy (EMAC)
- American Marketing Association (AMA)
- Institute for Operations Research and the Management Sciences (INFORMS)

‣ Expérience professionnelle

1997-2000 : Head Analyst, Director of Development, QualiData (France).
Developed the general business and created the Data Analysis and Data Mining department for a data warehousing and direct marketing company.
Responsibilities included data analysis, R&D strategy, business development, consulting and key account management