Arnaud de BRUYN

Professeur

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Département: Marketing
Campus de Cergy

DIPLÔMES

DIPLÔMES

2004	Ph.D. en Administration Commerciale (Penn State University États-Unis)
1997	Master en Economie (Université de Liège Belgique)

CARRIÈRE

POSITIONS ACADÉMIQUES PRINCIPALES

2004 - 2008-08-31	Professeur assistant (ESSEC Business School France)
2008 - 2011-08-31	Professeur associé (ESSEC Business School France)
2011 - Présent	Professeur (ESSEC Business School France)

AUTRES POSITIONS

2011 - 2014-08-31	Responsable du Département Marketing (ESSEC Business School France)
2015 - Présent	Chercheur Invité Eminent, Institute for the Study of Business Markets (Penn State University États-Unis)
2005 - 2014-12-31	Chercheur Invité, Institute for the Study of Business Markets (Penn State University États-Unis)
2000 - 2004-12-31	Assistant de Recherche (Penn State University États-Unis)
2021 - 2027-08-31	Doyen Associé en charge du programme doctoral (ESSEC Business School France)

AUTRES POSITIONS ACADÉMIQUES

1994 - 1997-12-31   Assistant au Professeur (Université de Liège Belgique)

POSITIONS PROFESSIONNELLES

2013 - Présent   Fondateur (DECISIVE SYSTEM s.p.r.l. Belgique)

2011 - 2016-12-31   Co-fondateur (île aux trésors s.p.r.l. Belgique)

2016 - Présent   Principal & Chef de Projet (Solution Architect) (DecisionPro, Inc. États-Unis)

2014 - Présent   Membre du Conseil d'Administration (DecisionPro, Inc. États-Unis)

2006 - 2014-12-31   Consultant Senior (DecisionPro, Inc. États-Unis)

2005 - 2006-12-31   Director de Recherche et Développement Marketing (QualiData France)

1998 - 2000-12-31   Chef Analyste, Directeur du Développement (QualiData France)

1997 - 1998-07-01   Analyste Data, Assistant de Développement (QualiData France)

1997 - 1997-06-30   Analyste Programmation (Optimus France)

PUBLICATIONS

ACTES D'UNE CONFÉRENCE

ALTHUIZEN, N., WIERENGA, B., VAN BRUGGEN, G. et DE BRUYN, A. (2010). Marketing Management Support Systems: When Help is Not Recognized. Dans: *EMAC Conference Proceedings: The Six Senses - The Essentials of Marketing*. European Marketing Academy (EMAC).

FERECATU, A. et DE BRUYN, A. (2011). Maximizing vs. Satisficing: How Managers' Psychological Traits Influence Strategic Trade-Offs Between Exploration and Exploitation. Dans: *Proceedings of the 40th EMAC Conference*. European Marketing Academy (EMAC).

DE BRUYN, A. et FERECATU, A. (2013). Maximizing vs. Satisficing: Understanding Managers' Tradeoffs Between Exploration and Exploitation. Dans: *2013 AMA Summer Educators' Conference Proceedings*. American Marketing Association (AMA).

DE BRUYN, A., GILES, C.L. et PENNOCK, D.M. (2004). Offering Collaborative-like Recommendationis When Data is Sparse: The Case of Attraction-weighted Information Filtering. Dans: *Lectures Notes in Computer Science n° 3137. Proceedings of the Third International Conference on Adaptive Hypermedia and Adaptive Web-based Systems.* Springer, pp. 393-396.

PROKOPEC, S. et DE BRUYN, A. (2010). Optimizing Donations with Individually-tailored Donation Grids: An Econometric Model of Compliance and Generosity. Dans: *Proceedings of the 39th EMAC Conference.* European Marketing Academy (EMAC).

KAMAKURA, W.A., MAZZON, J.A. et DE BRUYN, A. (2006). Predicting the Final Outcome of Two-stage Elections with a Voter-choice Model. Dans: *Proceedings of the 35th EMAC Conference: Sustainable Marketing Leadership.* European Marketing Academy (EMAC).

DE BRUYN, A. et PROKOPEC, S. (2009). When Asking for More Leads to Getting Nothing: The Impact of Anchors on Donor's Behavior. Dans: *Proceedings of the 38th EMAC: Marketing and the Core Disciplines: Rediscovering References?* European Marketing Academy (EMAC).

DE BRUYN, A. et TRAMONTE, N. (2008). How to Profile your Customers Using Collaborative Database Profiling: An Application to Age Estimation. Dans: *Proceedings of the 37th EMAC Conference.* European Marketing Academy (EMAC).

DE BRUYN, A. et TRAMONTE, N. (2011). Modeling Unobserved Drop-Out Rate To Optimize E-Panelist Lifetime Value. Dans: *Proceedings of the 40th EMAC Conference.* European Marketing Academy (EMAC).

DE BRUYN, A. (2006). Short Term Impact, Long Term Doom: The Paradox of Optimizing the Number of Solicitations in Direct Marketing Fundraising. Dans: *Proceedings of the 35th EMAC Conference.* European Marketing Academy (EMAC).

KAYANDE, U., DE BRUYN, A., LILIEN, G., RANGASWAMY, A. et VAN BRUGGEN, G.H. (2006). The Effect of Feedback and Learning on Decision-support System Adoption. Dans: *Proceedings of the 35th EMAC Conference: Sustainable Marketing Leadership.* European Marketing Academy (EMAC).

PROKOPEC, S. et DE BRUYN, A. (2009). The Impact of Anchors on Donors' Behavior: A Field Experiment. Dans: *Advances in Consumer Research, Volume 37.* Association for Consumer Research (ACR).

FERECATU, A. et DE BRUYN, A. (2016). Understanding Managers' Tradeoffs Between Exploration and Exploitation. Dans: *1st Behavioral Industrial Organization & Marketing Symposium.* University of Michigan.

ARORA, M., DE BRUYN, A., CHAUDHURI, S. et MAZODIER, M. (2024). Riding the Social Media Wave: How Brand Topic Salience Impacts Engagement with Direct Marketing Communication. Dans: *53rd European Marketing Academy (EMAC) Conference 2024 Proceedings.* Bucharest: European Marketing Academy (EMAC).

CHAUDHURI, S. et DE BRUYN, A. (2024). Bots Bargaining with Humans: Building AI Super-Bargainers with Algorithmic Anthropomorphization. Dans: *53rd European Marketing Academy (EMAC) Conference 2024 Proceedings*. Bucharest: European Marketing Academy (EMAC).

COMMUNICATIONS DANS UNE CONFÉRENCE

DE BRUYN, A. et BOLTON, G.E. (2005). Predicting Bargaining Behavior when Money is not All that Matters: The Role of Fairness Considerations in Shaping Price Agreements.

DE BRUYN, A. (2022). Marketing analytics: educating managers vs. educating technicians. Dans: 2022 European Marketing Academy (EMAC) Annual Conference. Budapest.

DE BRUYN, A. (2019). Teaching Marketing Analytics: Sharing Experiences, Lessons, Recommendations. Dans: 2019 American Marketing Association Summer Conference.

DE BRUYN, A. (2017). The Spillover Effects of Online Word-of-Mouth on Rival Brands. Dans: 39th ISMS Marketing Science Conference.

FERECATU, A. et DE BRUYN, A. (2016). Understanding Managers' Tradeoffs Between Exploration and Exploitation. Dans: 2016 INFORMS Marketing Science Conference.

DE BRUYN, A., BOLTON, G. et ROSS, B. (2014). Understanding the Normative Role of Industry Standards in Channel Negotiations. Dans: 43rd European Marketing Academy (EMAC) Annual Conference 2014.

DE BRUYN, A., BOLTON, G. et ROSS, B. (2014). Understanding the Normative Role of Industry Standards in Channel Negotiations. Dans: INFORMS Annual Meeting 2014.

DE BRUYN, A., VON WANGENHEIM, F., BROCK, J.K.U., VISWANATHAN, V. et BEH, Y.S. (2019). Artificial Intelligence and Marketing. Dans: 2019 Special conference on Big Data, Technology-Driven CRM & Artificial Intelligence.

DE BRUYN, A. et MUKHERJEE, P. (2013). Modeling Unobserved Drop-out Rate to Optimize e-Panelist Lifetime Value. Dans: INFORMS Marketing Science Conference.

DE BRUYN, A. (2017). An Empirical Investigation of Word-Of-Mouth Spillovers on Consumer Decision Process. Dans: 46th European Marketing Academy Conference (EMAC) 2017.

OTTER, T. et DE BRUYN, A. (2016). Bayesian Database Profiling. Dans: 2016 Winter Marketing-Economics Summit.

DE BRUYN, A. et OTTER, T. (2013). Bayesian Profiling of Customers Using Census Bureau Data. Dans: 2013 INFORMS Marketing Science Conference.

DE BRUYN, A. et FERECATU, A. (2012). Maximizing vs. Satisficing: Understanding Managers' Tradeoffs Between Exploration and Exploitation. Dans: 2012 INFORMS Marketing Science

Conference.

DE BRUYN, A. et SARKAR, M. (2019). Predicting Customer Behavior with LSTM Neural Networks. Dans: 2019 INFORMS Marketing Science Conference.

DE BRUYN, A. (2009). Customer Acquisition Strategies in Direct Marketing: Will Better Always Mean Higher Value? Dans: 31st Annual Marketing Science Conference.

DE BRUYN, A. et COLICEV, A. (2015). Don't speak! How the Market Halo Effect Harms the Leaders. Dans: European Marketing Academy Conference 2015.

DE BRUYN, A. et FERECATU, A. (2015). Estimating the Heterogeneity of Fairness Preferences on Bargaining Behavior. Dans: Informs Marketing Science 2015.

CARRASCO, G. et DE BRUYN, A. (2016). Genetics And Marketing: Myths, Unknowns, Established Facts, And Future Possibilities. Dans: 2016 INFORMS Marketing Science Conference.

MUKHERJEE, P. et DE BRUYN, A. (2012). Investigating the Profitability of Multilevel Marketing. Dans: 41st EMAC Annual Conference 2012.

MUKHERJEE, P. et DE BRUYN, A. (2012). Investigating the Profitability of Multilevel Marketing. Dans: 2012 INFORMS Marketing Science Conference.

DE BRUYN, A., MUKHERJEE, P. et ÖNCÜLER, A. (2024). A Unifying and Parsimonious Model of Anchoring and Context-Dependent Preferences. Dans: 2024 Risk, Insurance and Savings Laboratory (RISLab) Workshop in Honour of Peter P. Wakker. Rabat.

LIVRES

LILIEN, G.L., RANGASWAMY, A. et DE BRUYN, A. (2013). *Principles of Marketing Engineering (2nd Edition).* DecisionPro Inc. 263 pages.

LILIEN, G.L., RANGASWAMY, A. et DE BRUYN, A. (2017). *Principles of Marketing Engineering and Analytics [3rd Edition].* DecisionPro Inc. 305 pages.

LILIEN, G.L., RANGASWAMY, A. et DE BRUYN, A. (2007). *Principles of Marketing Engineering.* Trafford Publishing, 232 pages.

DE BRUYN, A. (2023). *Fundraising Analytics: A Roadmap for the Data-Driven Fundraiser.* 1st ed. Kindle.

DOCUMENTS DE TRAVAIL

DE BRUYN, A. et LILIEN, G. (2004). *A Multi-Stage Model of Word of Mouth through Electronic*

Referrals.

DE BRUYN, A., LIECHTY, J., HUIZINGH, E. et LILIEN, G. (2005). *Offering Online Recommendations to Impatient, First-Time Customers with Conjoint Based Segmentation Trees.*

DE BRUYN, A. et BOLTON, G.E. (2004). *Predicting Bargaining Behavior: Out-of-Sample Estimates from a Social Utility Model with Quantal Response.*

ARTICLES OU VIDÉOS DE VULGARISATION

DE BRUYN, A. (2021). Marketing and Artificial Intelligence: Pitfalls and Possibilities. *ESSEC Knowledge.*

ARTICLES

DE BRUYN, A. et BOLTON, G. (2008). Estimating the Influence of Fairness on Bargaining Behavior. *Management Science*, 54(10), pp. 1774-1791.

LIECHTY, J.C., FONG, D.K.H., HUIZINGH, E.K.R.E. et DE BRUYN, A. (2008). Hierarchical Bayesian Conjoint Models Incorporating Measurement Uncertainty. *Marketing Letters*, 19(3), pp. 141-155.

KAYANDE, U., DE BRUYN, A., LILIEN, G.L., RANGASWAMY, A. et VAN BRUGGEN, G.H. (2009). How Incorporating Feedback Mechanisms in a DSS Affects DSS Evaluations. *Information Systems Research*, 20(4), pp. 527-546.

KAMAKURA, W.A., MAZZON, J.A. et DE BRUYN, A. (2006). Modeling Voter Choice to Predict the Final Outcome of Two-stage Elections. *International Journal of Forecasting.*

BUTORI, R. et DE BRUYN, A. (2013). So You Want to Delight Your Customers: The Perils of Ignoring Heterogeneity in Customer Evaluations of Discretionary Preferential Treatments. *International Journal of Research in Marketing*, 30(4), pp. 358-367.

DE BRUYN, A. et LILIEN, G.L. (2008). A Multi-stage Model of Word-of-mouth Influence through Viral Marketing. *International Journal of Research in Marketing*, 25(3), pp. 151-163.

DE BRUYN, A., LIECHTY, J.C., HUIZINGH, E.K.R.E. et LILIEN, G.L. (2008). Offering Online Recommendations with Minimum Customer Input through Conjoint-Based Decision Aids. *Marketing Science*, 27(3), pp. 443-460.

DE BRUYN, A. et PROKOPEC, S. (2013). Opening a Donor's Wallet: The Influence of Appeal Scales on Likelihood and Magnitude of Donation. *Journal of Consumer Psychology*, 23(4), pp. 496-502.

DE BRUYN, A. et PROKOPEC, S. (2017). Assimilation-contrast theory in action: Operationalization and managerial impact in a fundraising context. *International Journal of Research in Marketing*, 34(2), pp. 367-381.

DE BRUYN, A., VISWANATHAN, V., SHAN BE, Y., BROCK, J.K.U. et VON WANGENHEIM, F. (2020). Artificial Intelligence and Marketing: Pitfalls and Opportunities. *Journal of Interactive Marketing*, 51(August), pp. 91-105.

SARKAR, M. et DE BRUYN, A. (2021). LSTM Response Models for Direct Marketing Analytics: Replacing Feature Engineering with Deep Learning. *Journal of Interactive Marketing*, 53(February), pp. 80-95.

FERECATU, A. et DE BRUYN, A. (2022). Understanding Managers' Trade-offs between Exploration and Exploitation. *Marketing Science*, 41(1), pp. 139-165.

DE BRUYN, A. et OTTER, T. (2022). Bayesian Consumer Profiling: How to Estimate Consumer Characteristics from Aggregate Data. *Journal of Marketing Research*, 59(4), pp. 755-774.

MUKHERJEE, P., DUTTA, S. et DE BRUYN, A. (2022). Did Clickbait Crack the Code on Virality? *Journal of the Academy of Marketing Science*, 50, pp. 482-502.

HADA, M., DE BRUYN, A. et LILIEN, G.L. (2024). Horizontal Referrals in B2B Markets. *Journal of Marketing Research*, 61(1), pp. 143-164.

COLICEV, A. et DE BRUYN, A. (2023). The spillover effects of positive and negative buzz on brand attitudes. *European Journal of Marketing*, 57(9), pp. 2382-2406.

FERECATU, A., DE BRUYN, A. et MUKHERJEE, P. (2024). Silently killing your panelists one email at a time: The true cost of email solicitations. *Journal of the Academy of Marketing Science*, 52, pp. 1216-1239.

CHAUDHURI, S. et DE BRUYN, A. (2025). Bots Bargaining with Humans: Building AI Super-Bargainers with Algorithmic Anthropomorphization. *Journal of Marketing Research*, In press.

ACTIVITÉS PROFESSIONNELLES

Consulting

1973 - Présent: Conseil pour des entreprises à but non-lucratif: Fondation Foch, Fondation 30 Millions d'Amis, Ecole Centrale de Paris, WWF, Gustave Roussy, Armée du Salut, Care France, SERA, CCFD, Fondation Notre Dame, Radio Notre Dame, France Alzheimer, Caritas Luxemburg (Luxemburg), Sanctuaires de Notre-Dame de Lourdes, Association des Paralysés de France, ARC, Perce-Neige, Amnesty International, Fondation de la Recherche Médicale, OXFAM, Foyer de Cachan, Albero della Vita (Italy), Chiens Guides d'Aveugles, Institut Curie, UMP, Croix-Rouge Française, Fondation de France, Action contre la Faim,

	AFM-Téléthon, SOS Villages d'Enfants, Malte Liban, Fondation Lejeune, Fondation de l'Avenir, Vaincre la Mucoviscidose, ADV
1973 - Présent:	Conseil: ImpactRx (USA), Chaire Sanofi-Aventis, HOIST Kredit, Cancer Treatment Centers of America (USA), Ricard, Pedigree, La Poste, Ernst & Young
1973 - Présent:	Chercheur Partenaire (Collaboration Académique): WWF, Secours Catholique, InSites Consulting, Institut Gustave Roussy, Armée du Salut

ACTIVITÉS DE RECHERCHE

Autre activité académique

2008 - 2009:	Président de Session, EMAC Conference, New Technologies & E-marketing Track
2007 - 2007:	Président Adjoint, EMAC Conference, New Technologies & E-marketing Track
2011 - 2011:	Membre du Jury pour le Prix EMAC McKinsey Marketing Dissertation
2005 - 2005:	Membre du Jury pour la compétition de l'Institute for the Study of Business Markets Doctoral Award
2005 - 2005:	Membre du Jury pour le eBusiness Research Center Doctoral Award Competition
2015 - Présent:	Président, EMAC Doctoral Colloquium
2013 - 2014:	Président de Session, EMAC Doctoral Colloquium
2010 - 2012:	Membre de Faculté, EMAC Doctoral Colloquium
2004 - 2004:	Président de la session Publicité, ACM Sixth Conference on Electronic Commerce
2004 - 2004:	Web Designer et Gestion de la base de données, Marketing the Profession Survey, INFORMS
2003 - 2003:	Analyste et co-auteur, Etude sur l'image de marque pour le Comité de l'Information Publique de l'INFORMS

Reviewer pour un journal

- Relecteur pour Décisions Marketing
- International Journal of Internet Marketing and Advertising
- International Journal of Research in Marketing
- Journal of Interactive Advertising
- Journal of Interactive Marketing
- Journal of Marketing
- Journal of Marketing Communications
- Journal of Marketing Research
- Journal of Marketing Theory and Practice
- Management Science
- Marketing Letters
- Marketing Science
- Review of Economics and Statistics

Participation au comité scientifique d'une conférence ou reviewer pour une conférence
2014 - 2014: Evaluateur pour AFM Conference
2010 - 2010: Evaluateur pour Academy of Marketing Science
2003 - 2003: Evaluateur pour AMA Educator's Conference
2005 - 2016: Evaluateur pour EMAC Conferences (2005-2009, 2015-2016)

Rôle d'expert ou évaluateur dans une organisation de recherche
2013 - 2013: Relecteur pour Time-sharing Experiments for the Social Sciences (TESS, NSF-funded)
2013 - 2013: Relecteur pour Erasmus Research Institute in Management / ERIM
2011 - 2011: Relecteur pour National Science Foundation

Fonction dans une association académique
2014 - 2016: Représentant Français EMAC (élections nationales)
2011 - 2013: Représentant Français EMAC (élections nationales)

Membre d'un comité de lecture
2012 - Présent: Membre du comité de lecture - International Journal of Research in Marketing
2013 - 2013: Membre du comité de lecture - International Journal of Research in Marketing
2009 - Présent: Membre du comité de lecture - Journal of Interactive Marketing
2011 - 2018: Membre du comité de lecture - Recherche et Applications en Marketing

SERVICES

2001 - 2004: Conseil aux Etudiants, Membre du Conseil d'Administration de l'incubateur e-Incubator à Penn State University