

Arnaud de BRUYN

Professor

debruyn@essec.edu

Department: Marketing

Campus de Cergy

DIPLOMAS

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- | | |
|------|--|
| 2004 | Ph.D. in Business Administration
(Penn State University United States of America) |
| 1997 | Master in Economics
(Université de Liège Belgium) |

CAREER

FULL-TIME ACADEMIC APPOINTMENTS

- | | |
|-------------------|--|
| 2004 - 2008-08-31 | Assistant Professor (ESSEC Business School France) |
| 2008 - 2011-08-31 | Associate Professor (ESSEC Business School France) |
| 2011 - Now | Professor (ESSEC Business School France) |

OTHER APPOINTMENTS

- | | |
|-------------------|---|
| 2011 - 2014-08-31 | Head of the Marketing Department (ESSEC Business School France) |
| 2015 - Now | Distinguished Visiting Research Scholar, Institute for the Study of Business Markets (Penn State University United States of America) |
| 2005 - 2014-12-31 | Visiting Research Scholar, Institute for the Study of Business Markets (Penn State University United States of America) |
| 2000 - 2004-12-31 | Research Assistant (Penn State University United States of America) |
| 2021 - 2027-08-31 | Associate Dean for PhD program (ESSEC Business School France) |

OTHER ACADEMIC APPOINTMENTS

1994 - 1997-12-31 Teaching Assistant (Université de Liège Belgium)

PROFESSIONAL APPOINTMENTS

2013 - Now Founder (DECISIVE SYSTEM s.p.r.l. Belgium)

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

2016 - Now Principal & Lead Solution Architect (DecisionPro, Inc. United States of America)

2014 - Now Board Member (DecisionPro, Inc. United States of America)

2006 - 2014-12-31 Senior Consultant (DecisionPro, Inc. United States of America)

2005 - 2006-12-31 Director of Marketing Research & Development (QualiData France)

1998 - 2000-12-31 Head Analyst, Director of Development (QualiData France)

1997 - 1998-07-01 Data Analyst, Development Assistant (QualiData France)

1997 - 1997-06-30 Programmer-Analyst (Optimus France)

PUBLICATIONS

BOOKS

[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.](#)

WORKING PAPERS

[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.*](#)

JOURNAL ARTICLES

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

[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*.*](#)

[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.*](#)

[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.*](#)

[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.*](#)

[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. 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., 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.](#)

PRESENTATIONS AT AN ACADEMIC OR PROFESSIONAL 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. 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. \(2017\). The Spillover Effects of Online Word-of-Mouth on Rival Brands. Dans: 39th](#)

[ISMS 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. \(2009\). 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.](#)

[DE BRUYN, A. \(2019\). Teaching Marketing Analytics: Sharing Experiences, Lessons, Recommendations. Dans: 2019 American Marketing Association Summer 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. \(2022\). Marketing analytics: educating managers vs. educating technicians. Dans: 2022 European Marketing Academy \(EMAC\) Annual Conference. Budapest.](#)

[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. 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., 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.](#)

CONFERENCE PROCEEDINGS

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

[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 \(EMAC\).](#)

[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. 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., 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. \(2006\). 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 \(ACR\).](#)

[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 \(EMAC\).](#)

[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 \(EMAC\).](#)

PRESS ARTICLE, VIDEO OR OTHER POPULAR MEDIA

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

PROFESSIONAL ACTIVITIES

Consulting

1973 - Now:

Consulting for the Not-for-profit Sector: 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 - Now: Consulting in Private Sector: ImpactRx (USA), Chaire Sanofi-Aventis, HOIST Kredit, Cancer Treatment Centers of America (USA), Ricard, Pedigree, La Poste, Ernst & Young
- 1973 - Now: Research Partners (academic collaboration) WWF, Secours Catholique, InSites Consulting, Institut Gustave Roussy, Armée du Salut

RESEARCH ACTIVITIES

Other academic activity

- 2008 - 2009: Track Chair, EMAC Conference, New Technologies & E-marketing Track
- 2007 - 2007: Deputy Chair, EMAC Conference, New Technologies & E-marketing Track
- 2011 - 2011: Jury member for EMAC McKinsey Marketing Dissertation Award
- 2005 - 2005: Jury member for Institute for the Study of Business Markets Doctoral Award Competition
- 2005 - 2005: Jury member for eBusiness Research Center Doctoral Award Competition
- 2015 - Now: Chair, EMAC Doctoral Colloquium
- 2013 - 2014: Track Chair, EMAC Doctoral Colloquium
- 2010 - 2012: Faculty Member, EMAC Doctoral Colloquium
- 2004 - 2004: Publicity Chair, ACM Sixth Conference on Electronic Commerce
- 2004 - 2004: Web Designer, Database Manager, Marketing the Profession Survey, INFORMS
- 2003 - 2003: Analyst, co-author, Branding Survey for the INFORMS Public Information Committee

Reviewer for a journal

- Reviewer for 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 in scientific commissions or reviewer for a conference

2014 - 2014: Ad-hoc reviewer for AFM Conference
2010 - 2010: Ad-hoc reviewer for Academy of Marketing Science
2003 - 2003: Ad-hoc reviewer for AMA Educator's Conference
2005 - 2016: Ad-hoc reviewer for EMAC Conferences (2005-2009, 2015-2016)

Role as an expert or appraiser in a research organization

2013 - 2013: Ad-hoc reviewer for Time-sharing Experiments for the Social Sciences (TESS, NSF-funded)
2013 - 2013: Ad-hoc reviewer for Erasmus Research Institute in Management / ERIM
2011 - 2011: Ad-hoc reviewer for National Science Foundation

Function in an academic association

2014 - 2016: EMAC Representative for France (national elections)
2011 - 2013: EMAC Representative for France (national elections)

Editorial Board Membership

2012 - Now: Editorial board membership - International Journal of Research in Marketing
2013 - 2013: Editorial board membership - International Journal of Research in Marketing
2009 - Now: Editorial board membership - Journal of Interactive Marketing
2011 - 2018: Editorial board membership - Recherche et Applications en Marketing

SERVICES

2001 - 2004: Student Advisory, Board Member e-Incubator at Penn State University