Arnaud de BRUYN

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Département: Marketing
ESSEC Business School
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INTERETS DE RECHERCHE

Marketing et analyses des données, Modèles marketing

FORMATION

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

EXPERIENCE PROFESSIONNELLE

Positions académiques principales

2011 - Présent	Professeur, ESSEC Business School, France
2008 - 2011	Professeur associé, ESSEC Business School, France
2004 - 2008	Professeur assistant, ESSEC Business School, France

Autres affiliations académiques

2021 - 2027	Doyen Associé en charge du programme doctoral, ESSEC Business School, France
2011 - 2014	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	Chercheur Invité, Institute for the Study of Business Markets, Penn State University, États-Unis
2000 - 2004	Assistant de Recherche, Penn State University, États-Unis
1994 - 1997	Assistant au Professeur, Université de Liège, Belgique

Autres expériences professionnelles

2016 - Présent	Principal & Chef de Projet (Solution Architect), DecisionPro, Inc., États-Unis
2014 - Présent	Membre du Conseil d'Administration, DecisionPro, Inc., États-Unis
2013 - Présent	Fondateur, DECISIVE SYSTEM s.p.r.l., Belgique
2011 - 2016	Co-fondateur, île aux trésors s.p.r.l., Belgique

2006 - 2014	Consultant Senior, DecisionPro, Inc., États-Unis
2005 - 2006	Director de Recherche et Développement Marketing, QualiData, France
1998 - 2000	Chef Analyste, Directeur du Développement, QualiData, France
1997 - 1998	Analyste Data, Assistant de Développement, QualiData, France
1997 - 1997	Analyste Programmation, Optimus, France

BOURSES, PRIX ET DISTINCTIONS

Prix et Distinctions

2023	Finalist for the Best Paper Award 2023 for Sarkar, Mainak, and Arnaud De Bruyn (2021), “LSTM Response Models for Direct Marketing Analytics: Replacing Feature Engineering with Deep Learning,” Journal of Interactive Marketing, 53, 80-95., Journal of Interactive Marketing, États-Unis
2018	2018 Jan-Benedict E.M. Steenkamp Award for Long-Term Impact pour son article "A multi-stage model of word-of-mouth influence through viral marketing", International Journal of Research in Marketing, vol. 25(3), pp. 151-163.
2016	Fondation ESSEC, Prix de l'Enseignement, seconde position, sélectionné par les élèves et les participants comme un de leurs "Professeurs Favoris", Fondation ESSEC
2012	Prix Emerald Citation of Excellence 2012 pour son article, “A Multi-stage Model of Word-of-mouth Influence Through Viral Marketing”
2012	Prix d'Excellence en Enseignement, ESSEC Business School, France
2010	Prix du Meilleur Article, Finaliste Prix Académique Syntec Conseil en Management
2009	Prix du Meilleur Article International Journal of Research in Marketing
2004	Finaliste, e-Business Research Center Doctoral Award Competition

Bourses

2008	Bourse de Recherche, ESSEC Research Center: How to Profile and Target your Customers Using Collaborative Database Profiling, ESSEC Business School, France
2008	Bourse de Recherche, ESSEC Research Center: Greed, Fear, Vision: How Organizational Incentives Affect Marketing Decision Support System Adoption, ESSEC Business School, France
2005	Bourse de Recherche, ESSEC Research Center: Online Recommender Systems and the Design of Virtual Sales Agents, ESSEC Business School, France
2004	Bourse de Recherche: Online Recommender Systems e-Business Research Center, Penn State University, États-Unis
2003	Doctoral Fellow Marketing Science Doctoral Consortium
2003	Doctoral Fellow AMA Sheth Foundation Doctoral Consortium
2002	Bourse de Recherche: Is The Small World Even Smaller Online (And Is It So Small After All)? e-Business Research Center, Penn State University, États-Unis

2001	Bourse de Recherche: Antecedents of Wireless Internet Adoption in the US, in the UK and in Japan e-Business Research Center, Penn State University, États-Unis
2000	Bourse de Recherche: Improving Conjoint by Incorporating Uncertainty (co-applicant) Institute for the Study of Business Markets, Penn State University, États-Unis
2000	ISBM Fellowship Institute for the Study of Business Markets ($150 000), Penn State University, États-Unis
2000	Bourse du Programme Executif ($15 000), Penn State University, États-Unis

PUBLICATIONS

Articles

CHAUDHURI, S. et DE BRUYN, A. (2026). Bots Bargaining with Humans: Building AI Super-Bargainers with Algorithmic Anthropomorphization. *Journal of Marketing Research*, 63(2), pp. 234-256.

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

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.

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. 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.

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.

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.

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 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.

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.

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 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. 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.

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.

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*.

Ouvrages et édition d'ouvrages

DE BRUYN, A. (2026). *Publish or Perish: A Survival Guide for Ph.D. Students and Junior Faculty*. Amazon Self-Publication.

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

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. (2013). *Principles of Marketing Engineering (2nd Edition)*. DecisionPro Inc. 263 pages.

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

Actes d'une conférence

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).

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

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 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).

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).

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).

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).

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).

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).

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.

Conférences

SHAMSOLLAHI, A., HARUVY, E. et DE BRUYN, A. (2025). Governing Channel Relationships: The Power of Institutional Pressure. Dans: 2025 Human and Smart Marketing: Understanding and Enhancing Our Future. Madrid.

DE BRUYN, A. et CHAUDHURI, S. (2025). Databases and Deep Transfer Learning. Dans: 2025 European Marketing Academy (EMAC) Spring Conference. Madrid.

DE BRUYN, A., ARIRA, M. et KANNAN, P. (2025). Beyond Zero-Sum: Market Expansion Effects of Inter-Organizational Data Exchange. Dans: 2025 Marketing Science Conference. Washington.

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.

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

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

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

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

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

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

DE BRUYN, A. et MUKHERJEE, P. (2013). Modeling Unobserved Drop-out Rate to Optimize e-Panelist Lifetime Value. Dans: 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. et FERECATU, A. (2012). Maximizing vs. Satisficing: Understanding Managers' Tradeoffs Between Exploration and Exploitation. Dans: 2012 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 BOLTON, G.E. (2005). Predicting Bargaining Behavior when Money is not All that Matters: The Role of Fairness Considerations in Shaping Price Agreements.

Documents de travail

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

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

Presse

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

AUTRES ACTIVITES DE RECHERCHE

Membre d'un comité de lecture

2013	International Journal of Research in Marketing
Depuis 2012	International Journal of Research in Marketing
2011 - 2018	Recherche et Applications en Marketing
Depuis 2009	Journal of Interactive Marketing

Relecteur pour :

Décisions Marketing, International Journal of Internet Marketing and Advertising, 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

Affiliations

2014 - 2016	Représentant Français EMAC (éléctions nationales)
2011 - 2013	Représentant Français EMAC (éléctions nationales)

Supervision de thèses / HDR

2018	Wenyu JIAO (ESSEC Business School), Co-directeur de thèse, Premier Poste : Post doctoral position - Fox Business School, Temple University
2014	Alina FERECATU (ESSEC Business School), Directeur de thèse, Premier Poste : Assistant Professor - Erasmus University
2014	Prithwiraj MUKHERJEE (ESSEC Business School), Directeur de thèse, Premier Poste : Assistant Professor of Marketing - Indian Institute of Management Bangalore
2012	Jau-Shyuam LAI EP BENNEJEAN (ESSEC Business School), Co-directeur de thèse, Premier Poste : Associate professor - EM Lyon Business School

Autres activités de recherche

Depuis 2015	Président, EMAC Doctoral Colloquium
2013 - 2014	Président de Session, EMAC Doctoral Colloquium
2011	Membre du Jury pour le Prix EMAC McKinsey Marketing Dissertation
2010 - 2012	Membre de Faculté, EMAC Doctoral Colloquium
2008 - 2009	Président de Session, EMAC Conference, New Technologies & E-marketing Track
2007	Président Adjoint, EMAC Conference, New Technologies & E-marketing Track
2005	Membre du Jury pour le eBusiness Research Center Doctoral Award Competition
2005	Membre du Jury pour la compétition de l'Institute for the Study of Business Markets Doctoral Award
2004	Président de la session Publicité, ACM Sixth Conference on Electronic Commerce
2004	Web Designer et Gestion de la base de données, Marketing the Profession Survey, INFORMS
2003	Analyste et co-auteur, Etude sur l'image de marque pour le Comité de l'Information Publique de l'INFORMS
2014	Evaluateur pour AFM Conference
2010	Evaluateur pour Academy of Marketing Science
2005 - 2016	Evaluateur pour EMAC Conferences (2005-2009, 2015-2016)
2003	Evaluateur pour AMA Educator's Conference
2013	Relecteur pour Time-sharing Experiments for the Social Sciences (TESS, NSF-funded)
2013	Relecteur pour Erasmus Research Institute in Management / ERIM
2011	Relecteur pour National Science Foundation

ACTIVITES PROFESSIONNELLES

Consulting

1973 - Présent	Chercheur Partenaire (Collaboration Académique): WWF, Secours Catholique, InSites Consulting, Institut Gustave Roussy, Armée du Salut
1973 - Présent	Conseil: ImpactRx (USA), Chaire Sanofi-Aventis, HOIST Kredit, Cancer Treatment Centers of America (USA), Ricard, Pedigree, La Poste, Ernst & Young
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

SERVICE

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