Arnaud de BRUYN

Professor
Department: Marketing
ESSEC Business School
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RESEARCH INTERESTS

Marketing and Data Analytics, Marketing Models

EDUCATION

2004	Ph.D. in Business Administration, Penn State University, United States of America
1997	Master in Economics, University of Liège, Belgium

EMPLOYMENT

Full-time academic positions

2011 - Present	Professor, ESSEC Business School, France
2008 - 2011	Associate Professor, ESSEC Business School, France
2004 - 2008	Assistant Professor, ESSEC Business School, France

Other affiliations and appointments

2021 - 2027	Associate Dean for PhD program, ESSEC Business School, France
2011 - 2014	Head of the Marketing Department, ESSEC Business School, France
2015 - Present	Distinguished Visiting Research Scholar, Institute for the Study of Business Markets, Penn State University, United States of America
2005 - 2014	Visiting Research Scholar, Institute for the Study of Business Markets, Penn State University, United States of America
2000 - 2004	Research Assistant, Penn State University, United States of America
1994 - 1997	Teaching Assistant, University of Liège, Belgium

Other professional experiences

2016 - Present	Principal & Lead Solution Architect, DecisionPro, Inc., United States of America
2014 - Present	Board Member, DecisionPro, Inc., United States of America
2013 - Present	Founder, DECISIVE SYSTEM s.p.r.l., Belgium
2011 - 2016	Co-founder, île aux trésors s.p.r.l., Belgium
2006 - 2014	Senior Consultant, DecisionPro, Inc., United States of America

2005 - 2006	Director of Marketing Research & Development, QualiData, France
1998 - 2000	Head Analyst, Director of Development, QualiData, France
1997 - 1998	Data Analyst, Development Assistant, QualiData, France
1997 - 1997	Programmer-Analyst, Optimus, France

GRANTS AND HONORS

Awards and Honors

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, United States of America
2018	2018 Jan-Benedict E.M. Steenkamp Award for Long-Term Impact, (2008), 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	ESSEC Foundation Teaching Award, Runner-Up Selected by students and participants as one of their "favorite professors", ESSEC Foundation
2012	Emerald Citation of Excellence Award 2012, for the article “A Multi-stage Model of Word-of-mouth Influence Through Viral Marketing”
2012	Excellence in Teaching Award, ESSEC Business School, France
2010	Best Paper Award, Finalist Prix Académique Syntec Conseil en Management
2009	Best Paper Award International Journal of Research in Marketing
2004	Finalist e-Business Research Center Doctoral Award Competition

Grants

2008	Grant: Greed, Fear, Vision: How Organizational Incentives Affect Marketing Decision Support System Adoption ESSEC Research Center, ESSEC Business School, France
2008	Grant, How to Profile and Target your Customers Using Collaborative Database Profiling ESSEC Research Center, ESSEC Business School, France
2005	Grant: Online Recommender Systems and the Design of Virtual Sales Agents ESSEC Research Center, ESSEC Business School, France
2004	Grant: Online Recommender Systems e-Business Research Center, Penn State University, United States of America
2003	Doctoral Fellow Marketing Science Doctoral Consortium
2003	Doctoral Fellow AMA Sheth Foundation Doctoral Consortium
2002	Grant: Is The Small World Even Smaller Online (And Is It So Small After All)? e-Business Research Center, Penn State University, United States of America
2001	Grant: Antecedents of Wireless Internet Adoption in the US, in the UK and in Japan e-Business Research Center, Penn State University, United States of America

2000 Grant: Improving Conjoint by Incorporating Uncertainty (co-applicant) Institute for the Study of Business Markets, Penn State University, United States of America

2000 ISBM Fellowship Institute for the Study of Business Markets ($150 000), Penn State University, United States of America

2000 Executive Program Scholarship ($15 000), Penn State University, United States of America

PUBLICATIONS

Journal Articles

CHAUDHURI, S. and 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. and LILIEN, G.L. (2024). Horizontal Referrals in B2B Markets. *Journal of Marketing Research*, 61(1), pp. 143-164.

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

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

SARKAR, M. and 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. and VON WANGENHEIM, F. (2020). Artificial Intelligence and Marketing: Pitfalls and Opportunities. *Journal of Interactive Marketing*, 51(August), pp. 91-105.

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

Books and book editor

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

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

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

Conference proceedings

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

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

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

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

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

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

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

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

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

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

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

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

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

DE BRUYN, A., GILES, C.L. and PENNOCK, D.M. (2004). Offering Collaborative-like Recommendationis When Data is Sparse: The Case of Attraction-weighted Information Filtering. In: *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.

Conferences

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

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

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

DE BRUYN, A., MUKHERJEE, P. and ÖNCÜLER, A. (2024). A Unifying and Parsimonious Model of Anchoring and Context-Dependent Preferences. In: 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. In: 2022 European Marketing Academy (EMAC) Annual Conference. Budapest.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Working Papers

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

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

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

Press

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

OTHER RESEARCH ACTIVITIES

Editorial Board Membership

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

Ad-hoc reviewer for :

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	EMAC Representative for France (national elections)
2011 - 2013	EMAC Representative for France (national elections)

PhD Supervision

2018	Wenyu JIAO (ESSEC Business School), Thesis co-director, First Placement: Post doctoral position - Fox Business School, Temple University
2014	Alina FERECATU (ESSEC Business School), Thesis director, First Placement: Assistant Professor - Erasmus University
2014	Prithwiraj MUKHERJEE (ESSEC Business School), Thesis director, First Placement: Assistant Professor of Marketing - Indian Institute of Management Bangalore
2012	Jau-Shyuam LAI EP BENNEJEAN (ESSEC Business School), Thesis co-director, First Placement: Associate professor - EM Lyon Business School

Other research activities

Since 2015	Chair, EMAC Doctoral Colloquium
2013 - 2014	Track Chair, EMAC Doctoral Colloquium
2011	Jury member for EMAC McKinsey Marketing Dissertation Award
2010 - 2012	Faculty Member, EMAC Doctoral Colloquium
2008 - 2009	Track Chair, EMAC Conference, New Technologies & E-marketing Track
2007	Deputy Chair, EMAC Conference, New Technologies & E-marketing Track
2005	Jury member for Institute for the Study of Business Markets Doctoral Award Competition
2005	Jury member for eBusiness Research Center Doctoral Award Competition
2004	Publicity Chair, ACM Sixth Conference on Electronic Commerce
2004	Web Designer, Database Manager, Marketing the Profession Survey, INFORMS
2003	Analyst, co-author, Branding Survey for the INFORMS Public Information Committee
2014	Ad-hoc reviewer for AFM Conference
2010	Ad-hoc reviewer for Academy of Marketing Science
2005 - 2016	Ad-hoc reviewer for EMAC Conferences (2005-2009, 2015-2016)
2003	Ad-hoc reviewer for AMA Educator's Conference
2013	Ad-hoc reviewer for Time-sharing Experiments for the Social Sciences (TESS, NSF-funded)
2013	Ad-hoc reviewer for Erasmus Research Institute in Management / ERIM
2011	Ad-hoc reviewer for National Science Foundation

PROFESSIONAL ACTIVITIES

Consulting

1973 - Present	Research Partners (academic collaboration) WWF, Secours Catholique, InSites Consulting, Institut Gustave Roussy, Armée du Salut
1973 - Present	Consulting in Private Sector: ImpactRx (USA), Chaire Sanofi-Aventis, HOIST Kredit, Cancer Treatment Centers of America (USA), Ricard, Pedigree, La Poste, Ernst & Young
1973 - Present	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

SERVICE

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