



Bert PAESBRUGGHE

Ph.D. Business Economics

Assistant Professor, International Negotiation

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EDUCATION

2017 Ph.D. Business Economics, Ghent University & Vlerick Business School, Belgium

2014 Master, Business Administration, Marketing, Ghent University, Belgium

RESEARCH INTERESTS

Marketing

EMPLOYMENT EXPERIENCE

ACADEMIC:

2017 - Present Assistant Professor of Sales Management, IESEG School of Management, France

2016 - 2017 Visiting Lecturer, University College Ghent, Ghent, Belgium

2013 - 2017 Research Associate, Vlerick Business School, Ghent, Belgium

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Paesbrugghe B., Rangarajan D., Sharma A., Boute R., (2018), Aligning Sales and Operations Management: An Agenda for Inquiry, *Journal of Personal Selling and Sales Management*, 38(2), pp. 220-240

Paesbrugghe B., Sharma A., Rangarajan D., Niladri S., (2018), Personal Selling and the Purchasing Function: Where do We Go From Here?, *Journal of Personal Selling and Sales Management*, 38(1), pp. 123-143

Paesbrugghe B., Rangarajan D., Sharma A., Syam N., Jha S., (2017), Purchasing-driven sales: Matching sales strategies to the evolution of the purchasing function, *Industrial Marketing Management*, 62(April 2017), pp. 171-184

Communications in refereed conferences

International

Paesbrugghe B., Sharma A., Rangarajan D., Syam N., (2017), *Salespeople are from Mars, Purchasers are from Venus: an inquiry for the sales function* Industrial Marketing and Purchasing Asia, Kuala Lumpur, Malaysia

Paesbrugghe B., Vuori J., Kock H., (2017), *Aligning Digital Channel Strategies To The Business Buyer's Sourcing Journey* American Marketing Academy Conference, San Francisco, USA

Paesbrugge B., Hautamäki P., Hänti S., (2016), *Business buyers' expectations before the first buyer-seller interaction* Global Sales Science Institute, Birmingham, United Kingdom

Paesbrugge B., Rangarajan D., Boute R., Weijters B., (2016), *Sales And Operation Integration: The role of collaboration and alignment* Global Sales Science Institute, Hiroshima, Japan

Paesbrugge B., Rangarajan D., (2015), *The end of avoiding procurement in a buyer-seller relationship: a qualitative study from an empowered buyer's perspective*. European Marketing ACademy (EMAC), Leuven, Belgium

Other conference and seminar presentations

International

Paesbrugge B., Hochstein B., Rangarajan D., (2017), *Salespeople as knowledge brokers: a buyer's perspective* Academy of Marketing Science, Coronado, USA

Non-refereed proceedings

Published

Paesbrugge B., Hallikainen H., Laukkanen T., Rangarajan D., Gabrielsson M., (2017), How individual technology propensities and organizational culture influence B2B customer's behavioral intention to use digital services at work?, in: Jan Recker(Eds.) in *Proceedings of the 50th Hawaii International Conference on System Sciences (HICSS), IEEE Computer Society, Los Alamitos, pp. 4577-4585*

SCIENTIFIC PRIZES AND AWARDS

Award

2018 Winner Doctoral Dissertation Award Competition American Marketing Association Sales SIG, American Marketing Association, USA

Honor

2018 Certificate of Outstanding Contribution in Reviewing Industrial Marketing Management, Elsevier, Netherlands

PROFESSIONAL MEMBERSHIPS

American Marketing Association

EDITORIAL ACTIVITY

Reviewer in an academic journal

Industrial Marketing Management

Journal of Business Research

INSTITUTIONAL SERVICE

Communication in press and professional association/event

Actionco.fr: Et si vous laissiez vos commerciaux fixer eux-mêmes leurs objectifs ?, IÉSEG School of Management, France

Course Coordinator

Negotiation Research Methods, IÉSEG School of Management, France

Professional selling skills and personal sales management, IÉSEG School of Management, France

Extensive media communication

2018 MILE Community: Are Salespeople Becoming Redundant in the Era of Empowered Buyers? , IÉSEG School of Management, France

Member of a recruitment jury (orals)

2018 Member of a recruitment jury, IÉSEG School of Management, France

Participation in a professional advisory board

ICON, IÉSEG School of Management, France

Participation in recruitment of professors

2017 - 2018 Recruitment, IÉSEG School of Management, France