



Kristof COUSSEMENT

Ph.D. in Applied Economics

Full Professor, Marketing

Academic Director

k.coussement@ieseg.fr

EDUCATION

2013 HDR, Business Administration, Marketing, University of Paris Dauphine, France

2008 Ph.D. in Applied Economics, Ghent University, Belgium

RESEARCH INTERESTS

Big Data Marketing Analytics, Data Mining, Machine Learning, Marketing Analytics, Text Mining

EMPLOYMENT EXPERIENCE

ACADEMIC:

2015 - Present Full Professor of Marketing Analytics, IÉSEG School of Management, France

2014 - Present Academic Director of MSc. in Big Data Analytics for Business, IÉSEG School of Management, France

2011 - Present Director of IESEG Center for Marketing Analytics (ICMA), IÉSEG School of Management, France

2011 - 2015 Associate Professor of Marketing Analytics , IÉSEG School of Management, France

2009 - 2011 Assistant Professor of Marketing , IÉSEG School of Management, France

2008 - 2009 Assistant Professor of Marketing, KULeuven Campus Brussels

COURSES TAUGHT

- Big data, Hope program
- Big data, Grande ecole
- Business analytics tools-commercial, Msc in big data analytics for business
- Connected vision tour, Msc in big data analytics for business
- Customer intelligence, Grande ecole
- Customer intelligence i: descriptive analytics, Msc in digital marketing and crm
- Customer intelligence ii: predictive analytics, Msc in digital marketing and crm

- Customer relationship management, International mba
- Introduction to analytical crm, Msc in digital marketing and crm

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

- Antioco M., Coussement K., (2018), Misreading of consumer dissatisfaction in online product reviews: Writing style as a cause for bias, *International Journal of Information Management*, 38(1), pp. 301-310
- De Caigny A., Coussement K., De Bock K., (2018), A New Hybrid Classification Algorithm for Customer Churn Prediction Based on Logistic Regression and Decision Trees, *European Journal of Operational Research*, 269(2), pp. 760-772
- Debaere S., Coussement K., De Ruyck T., (2018), Multi-label Classification of Member Participation in Online Innovation Communities, *European Journal of Operational Research*, 270(2), pp. 761-774
- Geuens S., Coussement K., De Bock K., (2018), A Framework for Configuring Collaborative Filtering-based Recommendations Derived from Purchase Data, *European Journal of Operational Research*, 265(1), pp. 208-218
- Bequé A., Coussement K., Gayler R., Lessmann S., (2017), Approaches for Credit Scorecard Calibration: An Empirical Analysis, *Knowledge-Based Systems*, 134(15), pp. 213-227
- Coussement K., Debaere S., De Ruyck T., (2017), Inferior Member Participation Identification in Innovation Communities: The Signaling Role of Linguistic Style Use, *Journal of Product Innovation Management*, 34(5), pp. 565-579
- Coussement K., Lessmann S., Verstraeten G., (2017), A Comparative Analysis of Data Preparation Algorithms for Customer Churn Prediction: A Case Study in the Telecommunication Industry, *Decision Support Systems*, 95(March), pp. 27-36
- Coussement K., Benoit D., Antioco M., (2015), A Bayesian Approach for Incorporating Expert Opinions into Decision Support Systems: A Case Study of Online Consumer-Satisfaction Detection, *Decision Support Systems*, 79(November), pp. 24-32
- Coussement K., Harrison D., Benoit D., (2015), Improving Direct Mail Targeting Through Customer Response Modelling, *Expert Systems with Applications*, 42(22), pp. 8403–8412
- Coussement K., (2014), Improving Customer Retention Management through Cost-sensitive Learning, *European Journal of Marketing*, 48(3/4), pp. 477 - 495
- Coussement K., Van den Bossche F., De Bock K. W., (2014), Data Accuracy's Impact on Segmentation Performance: Benchmarking RFM Analysis, Logistic Regression, and Decision Trees, *Journal of Business Research*, 67(1), pp. 2751-2758
- Coussement K., De Bock K. W., (2013), Customer Churn Prediction in the Online Gambling Industry: The Beneficial Effect of Ensemble Learning, *Journal of Business Research*, 66(9), pp. 1629-1636
- Coussement K., Buckinx W., (2011), A Probability-mapping Algorithm for Calibrating the Posterior Probabilities: A Direct Marketing Application, *European Journal of Operational Research*, 214(3), pp. 732-738
- Coussement K., Benoit D., Van den Poel D., (2010), Improved Marketing Decision Making in a Customer Churn Prediction Context Using Generalized Additive Models, *Expert Systems with Applications*, 37(3), pp. 2132-2143
- De Bock K. W., Coussement K., Van den Poel D., (2010), Ensemble Classification Based on Generalized Additive Models, *Computational Statistics & Data Analysis*, 54(6), pp. 1535-1546
- Coussement K., Van den Poel D., (2009), Improving Customer Attrition Prediction by Integrating Emotions from Client/Company Interaction Emails and Evaluating Multiple Classifiers, *Expert Systems with Applications*, 37(3), pp. 2132-2143
- Coussement K., Van den Poel D., (2008), Churn Prediction in Subscription Services: An Application of Support Vector Machines while Comparing Two Parameter-selection Techniques, *Expert Systems with Applications*, 34(1), pp. 313-327
- Coussement K., Van den Poel D., (2008), Improving Customer Complaint Management by Automatic Email Classification Using Linguistic Style Features as Predictors, *Decision Support Systems*, 44(4), pp. 370-382
- Coussement K., Van den Poel D., (2008), Integrating the Voice of Customers Through Call Center Emails into a Decision Support System for Churn Prediction, *Information and Management*, 45(3), pp. 164-174

International

Bouten L., Antioco M., Coussement K., Hoozée S., (2017), *Can CSR rating providers unveil impression management?* International Congress on Social and Environmental Accounting Research (CSEAR), St. Andrews, United Kingdom

Coussement K., Debaere S., De Ruyck T., (2017), *Inferior Member Participation Prevention in Online Research Communities* 21st Conference of the International Federation of Operational Research Societies (IFORS), Quebec, Canada

Coussement K., Debaere S., De Ruyck T., Van Neck S., (2017), *Minority Report in Research Communities: The 'Participant' Future Can Be Seen* General Online Research (GOR) 2017 Conference, Berlin, Germany

De Caigny A., Coussement K., De Bock K. W., (2017), *A New Algorithm For Segmented Modeling: An Application In Customer Churn Prediction* INFORMS Annual Meeting , Houston, USA

De Caigny A., Coussement K., De Bock K., (2017), *Leaf Modeling: An Application in Customer Churn Prediction* 21st Conference of the International Federation of Operational Research Societies (IFORS), Quebec, Canada

Debaere S., De Ruyck T., Coussement K., (2017), *Minority Report in Research Communities: The "Participant" Future Can Be Seen* Insight Innovation Exchange Conference, Amsterdam, Netherlands

Antioco M., Bouten L., Coussement K., Hoozee S., (2016), *Impression Management in CSR-related Press Releases: an Empirical Investigation Based Upon Textual Characteristics* The 6th CSEAR North America Conference, Illinois, USA

Coussement K., Debaere S., De Ruyck T., (2016), *Building Healthy Innovation Communities through Churn Prediction* The Innovation in Data-Rich Environments JPIM/MSI Research Workshop, Knoxville, USA

Debaere S., Coussement K., De Ruyck T., (2016), *Multi-label Learning for Churn Prediction in Online Research Communities* 28th European Conference on Operational Research , Poznan, Poland

Geuens S., De Bock K. W., Coussement K., (2016), *Towards Better Online Personalization: A Framework for Empirical Evaluation and Real-Life Validation of Hybrid Recommendation Systems* 19th Academy of Marketing Science (AMS) World Marketing Congress, Paris, France

Baumann A., Lessmann S., Coussement K., De Bock K. W., (2015), *Maximize What Matters: Predicting Customer Churn with Decision-Centric Ensemble Selection* The 23rd European Conference on Information Systems, Münster, Germany

Coussement K., Demoulin N., (2015), *Identifying Text-mining Adoption Drivers* 27th European Conference on Operational Research (EURO), University of Strathclyde, Glasgow, United Kingdom

Coussement K., Harrigan P., Daly T., Lee J., Soutar G., (2015), *Identification of Market Mavens on Social Media* The International Conference on Contemporary Thinking in Marketing: Big Data Analytics in Marketing, Mumbai, India

Coussement K., Verstraeten G., (2015), *A Bagging-Based Undersampling Strategy for Classification: A Customer Churn Prediction Application* The International Conference on Contemporary Thinking in Marketing: Big Data Analytics in Marketing, Mumbai, India

Debaere S., Coussement K., De Ruyck T., (2015), *A Churn Prediction Decision Support System as an Effective Weapon to Sustain Healthy Online Research Communities* The 2nd Business Analytics in Finance and Industry Conference, Santiago, Chile

Debaere S., Coussement K., De Ruyck T., (2015), *Sustaining Structural Co-creation: Proactive Churn Identification in Innovation Communities* The 22nd Innovation Product Development Management Conference, Copenhagen , Denmark

Geuens S., Coussement K., De Bock K. W., (2015), *An Evaluation Framework for Collaborative Filtering on Purchase information in Recommendation Systems* Conference on Business Analytics in Finance and Industry, Santiago, Chile

Geuens S., Coussement K., De Bock K. W., (2015), *An Evaluation Framework for Collaborative Filtering on Purchase information in Recommendation Systems* The 2nd Business Analytics in Finance and Industry Conference, Santiago, Chile

Geuens S., De Bock K. W., Coussement K., (2015), *Integrating Behavioral, Product, and Customer Data in Hybrid Recommendation Systems Based on Factorization Machines* The 2nd Business Analytics in Finance and Industry Conference, Santiago, Chile

Coussement K., Benoit D., Antioco M., (2014), *Improved Decision Making by Incorporating Expert Opinions into Statistical Models* INFORMS Conference of the International Federation of Operational Research Societies, Barcelona, Spain

- Coussement K., De Bock K., Lessmann S., (2014), *Multicriteria Optimization for Cost-Sensitive Ensemble Selection in Business Failure Prediction* INFORMS Conference of the International Federation of Operational Research Societies, Barcelona, Spain
- Coussement K., Verstraeten G., (2014), *A Bagging-based Undersampling Strategy for Classification: A Customer Churn Prediction Application* INFORMS Conference of the International Federation of Operational Research Societies, Barcelona, Spain
- Geuens S., Coussement K., De Bock K. W., (2014), *Evaluating Collaborative Filtering Methods within a Binary Purchase Setting* European Conference on Machine Learning and Principles and Practice of Knowledge Discovery in Databases, Nancy , France
- Harrigan P., Coussement K., Daly T., Lee J., Soutaer G., (2014), *Identification of Market Mavens on Social Media* Australian & New Zealand Marketing Academy Conference, Brisbane , Australia
- Coussement K., (2013), *Improving Decision Tree Segmentation through Leaf Modeling in Direct Marketing* INFORMS Marketing Science Conference, Istanbul, Turkey
- Coussement K., Antioco M., (2013), *Warning About Product Feedback: How Consumers Write it Influences What Managers Make of it* International Product Development Conference, Paris, France
- Coussement K., Antioco M., (2012), *Managing Information Overload: The Case of Online Product Review Categorization* 2012 Annual Academy of Marketing Science Conference, New Orleans, USA
- Coussement K., De Bock K., Lessmann S., (2012), *Ensemble Selection for Churn Prediction in the Telecommunication Industry* 2012 INFORMS Marketing Science Conference, Boston, USA
- De Bock K., Coussement K., (2012), *Remedying the Expiration of Churn Prediction Models with Multiple Classifier Algorithms* 2012 INFORMS Marketing Science Conference, Boston, USA
- Coussement K., Benoit D., Van den Poel D., (2011), *Preventing Customers from Running Away! Exploring Generalized Additive Models for Customer Churn Prediction* 40th Academy of Marketing Science Annual Conference, Coral Gables, USA
- Coussement K., Buckinx W., (2011), *Calibration? Definition, Motivation and Insights Learned from a Direct Marketing Setting* Marketing Science, Houston, USA
- Ajili I., Coussement K., Limam M., (2010), *The Effect of Incorporating Data Quality Matrices on Classification Mining* Meeting on Statistics & Data Mining, Hammamet, Tunisia
- Coussement K., (2010), *Customer Intelligence: Tapping the Vein of your Customers* Meeting on Statistics & Data Mining, Hammamet, Tunisia
- De Bock K., Coussement K., Van den Poel D., (2010), *Ensemble Classification based on Generalized Additive Models* Joint Statistical Meeting (ASA), Vancouver, Canada
- Coussement K., (2008), *Employing SAS® Text Miner Methodology to Become a Customer Genius in Customer Churn Prediction Complaint E-mail Management* SAS Global Forum Conference, San Antonio, USA
- Coussement K., Van den Poel D., (2008), *Improving Customer Complaint Management by Automatic Email Classification Using Linguistic Style Features* INFORMS Marketing Science Conference, Vancouver, Canada
- Coussement K., Van den Poel D., (2007), *Integrating the voice of customers through call center emails into a churn predictions system* INFORMS Marketing Science Conference, Singapore, Singapore
- Coussement K., Van den Poel D., (2007), *Combining Unstructured/Structured information into a traditional churn prediction model* ISSPR Conference, Plymouth, United Kingdom

Other conference and seminar presentations

International

- Coussement K., Debaere S., Van Neck S., De Ruyck T., (2016), *Minority Report in Market Research Online Communities* The Association for Survey Computing Conference 2016, Winchester, United Kingdom

Books

Published

Charry K., Coussement K., Demoulin N., Heuvinck N., (2016), *Marketing Research with IBM SPSS Statistics*, 978-1-4724-7745-3 , Routledge, London, 264 pages

Coussement K., Harrigan P., (2014), *All You Need Is True Love (With Your Customers)! A Customer Relationship Management Fairy Tale*, 978-94-6197-190-6, Ghent University Press, Ghent, 101 pages

Coussement K., De Bock K. W., Neslin S., (2013), *Advanced Database Marketing: Innovative Methodologies & Applications of Managing Customer Relationships* , 978-1409444619, Gower Publishing, Aldershot, 348 pages

Coussement K., Demoulin N., Charry K., (2011), *Marketing Research with SAS Enterprise Guide* , 978-1-4094-2676-9, Gower Publishing, Aldershot, 316 pages

Chapters in books

Published

Boujena O., Coussement K., De Bock K., (2015), Data Driven Customer Centricity: CRM Predictive Analytics, in: T. Tsiakis(Eds.), *Trends and Innovations in Marketing Information Systems*, 9781466684591, IGI Global, Hershey, PA, chapter 8, pp. 157-174

Coussement K., Benoit D., Poel D. V. D., (2015), Preventing Customers from Running Away! Exploring Generalized Additive Models for Customer Churn Prediction, in: Mary Conway Dato-on(Eds.), *The Sustainable Global Marketplace*, 978-3-319-10872-8;978-3-319-10873-5, Springer International Publishing, pp. 238-238

Coussement K., De Bock K. W., (2013), Ensemble Learning in Database Marketing , in: Coussement, K., De Bock, K., Neslin, S.A.(Eds.), *Advanced Database Marketing: Innovative Methodologies & Applications of Managing Customer Relationships* , 978-1409444619, Gower Publishing, Aldershot, chapter 5, pp. 117-144

Coussement K., De Bock K. W., (2013), Textual Customer Data Handling for Quantitative Marketing Analysis, in: Coussement, K., De Bock, K.W., Neslin, S.A.(Eds.), *Advanced Database Marketing: Innovative Methodologies & Applications of Managing Customer Relationships*, 978-1409444619, Gower Publishing, Aldershot, chapter 2, pp. 41-66

Case studies

Coussement K., Vindevogel B., (2015), *Global.com: Building Analytical Capabilities in the Mobile Telecom Market*, Case Centre, case study 315-096-1, teaching note 315-096-8

Coussement K., Zarantonello L., (2013), *Oh you never gonna quit it: Chocolate! A Marketing Research Case Study - PART 1: Descriptive Statistics & Factor Analysis*, European Case Clearing House, case study 513-080-1, teaching note 513-080-8

Coussement K., Zarantonello L., (2013), *Oh you never gonna quit it: Chocolate! A Marketing Research Case Study - PART 2: Hypothesis Testing, Regression Analysis & Moderation/Mediation Analysis*, European Case Clearing House, case study 513-081-1, teaching note 513-081-8

Coussement K., Harrigan P., (2013), *The Princess and her Quest for True Love! A CRM Fable, Part A: Mass Marketing & Segmentation*, European Case Clearing House, case study 513-030-1, teaching note 513-030-8

Coussement K., Harrigan P., (2013), *The Princess and her Quest for True Love! A CRM Fable, Part B: Segmentation & Direct Marketing*, European Case Clearing House, case study 513-031-1, teaching note 513-031-8

Coussement K., Harrigan P., (2013), *The Princess and her Quest for True Love! A CRM Fable, Part C: one-to-One Marketing & Co-creation*, European Case Clearing House, case study 513-032-1, teaching note 513-032-8

Research reports

De Caigny A., Coussement K., De Bock K., (2018), *LLM: Applies the Logit Leaf Model Classifier for Binary Classification*, CRAN Archive

De Bock K., Coussement K., Van den Poel D., (2018), *GAMens: Applies GAMbag, GAMrsm and GAMens Ensemble Classifiers for Binary Classification*, CRAN Archive

De Bock K. W., Coussement K., Van den Poel D., (2016), *GAMens: Applies GAMbag, GAMrsm and GAMens Ensemble Classifiers for Binary Classification*, CRAN Archive

De Bock K., Coussement K., Van den Poel D., (2010), *GAMens: Applies GAMbag, GAMrsm and GAMens Ensemble Classifiers for Binary Classification*, CRAN Archive

Working papers

Coussement K., Lessmann S., Verstraeten G., (2015), *Data Preparation Techniques for Customer Churn Prediction*, LEM Working Paper LEM-DP 2015-03, LEM

Lessmann S., Coussement K., De Bock K. W., (2013), *Maximize What Matters: Predicting Customer Churn With Decision-Centric Ensemble Selection*, IESEG Working Paper Series 2013-MARK-06, LEM Working Paper 2013-23, IESEG School of Management

Coussement K., (2013), *Improving Customer Retention Management through Cost-Sensitive Learning*, IESEG Working Paper Series 2013-MARK-01, LEM Working Paper 2013-03

Coussement K., Van den Bossche F., De Bock K., (2012), *Data Accuracy's Impact on Segmentation Performance: Benchmarking RFM Analysis, Logistic Regression, and Decision Trees*, IESEG Working Paper Series 2012-MARK-02, LEM Working Paper 2012-13, IESEG School of Management

Coussement K., Buckinx W., (2011), *A Probability-Mapping Algorithm for Calibrating the Posterior Probabilities: A Direct Marketing Application*, IESEG Working Paper Series 2011-MARK-01, LEM Working Paper 2011-06

De Bock K. W., Coussement K., Van den Poel D., (2010), *Ensemble Classification Based on Generalized Additive Models*, IESEG Working Paper Series 2010-MAN-01, LEM Working Paper 2010-03, IESEG School of Management

PROFESSIONAL MEMBERSHIPS

Membership to EQUIS accreditation audit

Membership to AACSB accreditation audit

EDITORIAL ACTIVITY

Reviewer in an academic journal

Applied Soft Computing

Decision Support Systems

European Journal of Operational Research

Expert Systems with Applications

IEEE Transactions on Systems, Man and Cybernetics: Systems

Journal of Business Research

PROFESSIONAL SERVICE

Reviewer - Grant proposal related to expertise

FWO grant reviewer

Session chair in an academic conference

IFORS 2017

EURO 2018

INSTITUTIONAL SERVICE

Committee Chair

Director of IESEG Center for Marketing Analytics, IÉSEG School of Management, France

Extensive contribution to a corporate partnership

Corporate Relations Department, Adéo - Leroy Merlin, France

Corporate Relations Department, Crédit Agricole, France

Corporate Relations Department, Oney Banque Accord, France

Head of a recruitment jury (orals)

Admissions Department, IÉSEG School of Management, France

Member of a recruitment jury (orals)

Admissions Department, IÉSEG School of Management, France

Organizer of a workshop

Research Department, IÉSEG School of Management, France

Participation in a professional advisory board

Marketing Department, IÉSEG School of Management, France

Participation in recruitment of professors

Marketing Department, IÉSEG School of Management, France

Participation in the development of an academic program

Post-graduate Programs Department, IÉSEG School of Management, France

Partnership with a company to create and animate a Chair

Corporate Relations Department, Adéo - Leroy Merlin, France

Corporate Relations Department, Crédit Agricole, France

Corporate Relations Department, Oney Banque Accord, France

Supervision of Ph.D. Thesis:

2020	Director, Improving Student Experience using Learning Analytics, IÉSEG School of Management
2019	Director, Investigating Store Efficiency in a Omni-channel Marketing Context, IÉSEG School of Management
2019	Director, Investigating the Added Value of Data Enrichment Strategies for Marketing Analytics
2018	Director, Proactive Inferior Member Participation Management in Innovation Communities, IÉSEG School of Management

