Kristof COUSSEMENT

Ph.D. in Applied Economics

Full Professor, Marketing

Academic Director

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EDUCATION

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

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

RESEARCH INTERESTS

Analytics, Big Data, Data Science, Deep Learning, Machine Learning, Natural Language Processing, Text Mining

PROFESSIONAL EXPERIENCE

ACADEMIC:

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

2009 - 2011   Assistant Professor of Business Analytics, IÉSEG School of Management, France

2008 - 2008   Post-doctoral Researcher, Ghent University, Ghent, Belgium

2008 - 2009   Assistant Professor of Business Analytics, KU Leuven, Leuven, Belgium

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Benoit D., Tsang W. K., Coussement K., Raes A., (2024), High-stake Student Drop-out Prediction Using Hidden Markov Models in Fully Asynchronous Subscription-based MOOCs, *Technological Forecasting and Social Change*, 198(January), pp. 123009

Beyer Diaz S., Coussement K., De Caigny A., Perez Armas L. F., Creemers S., (2024), Do the US President's Tweets Better Predict Oil Prices? An Empirical Examination Using Long Short-Term Memory Networks, *International Journal of Production Research*, 62(6), pp. 2158-2175

Borchert P., Coussement K., De Weerdt J., De Caigny A., (2024), Industry-sensitive Language Modeling for Business, *European Journal of Operational Research*, 315(2), pp. 691-702

Idbenjra K., Coussement K., De Caigny A., (2024), Investigating the Beneficial Impact of Segmentation-based Modelling for Credit Scoring, *Decision Support Systems*, 179(2024), pp. 114170

Sanchez Ramirez J., Coussement K., De Caigny A., Benoit D. F., Guliyev E., (2024), Incorporating Usage Data for B2B Churn Prediction Modeling, *Industrial Marketing Management*, 120(July), pp. 191-2025

Weismueller J., Grüner R., Harrigan P., Coussement K., Wang S., (2024), Information Sharing and Political Polarisation on Social Media: The Role of Falsehood and Partisanship, *Information Systems Journal*, 34(3), pp. 854-893

Zechiel F., Blaurock M., Weber E., Buettgen M., Coussement K., (2024), How Tech Companies Advance Sustainability Through Artificial Intelligence: Developing and Evaluating an AI x Sustainability Strategy Framework, *Industrial Marketing Management*, 119(May), pp. 75-89

Antioco M., Coussement K., Fletcher-Chen C., Prange C., (2023), What's in a Word? Adopting a Linguistic-Style Analysis of Western MNCs' Global Press Releases, *Journal of World Business*, 58(2), pp. 101414

Roy S., Singh G., Sadeque S., Harrigan P., Coussement K., (2023), Customer Engagement with Digitalized Interactive Platforms in Retailing, *Journal of Business Research*, 164(2023), pp. 114001

Zhu Y., Tessitore T., Harrigan P., Coussement K., (2023), A Guide to Graphic Design For Functional versus Experiential Ads: Color-Evoked Emotion and Design Complexity Can Enhance Effectiveness, *Journal of Advertising Research*, 63(1), pp. 81-104

Becker L., Coussement K., Buettgen M., Weber E., (2022), Leadership in Innovation Communities: The Impact of Transformational Leadership Language on Member Participation, *Journal of Product Innovation Management*, 39(3), pp. 371-393

Coussement K., De Bock K. W., Geuens S., (2022), A Decision-analytic Framework for Interpretable Recommendation Systems with Multiple Input Data Sources: A Case Study for a European E-tailer, *Annals of Operations Research*, 315(2), pp. 671-694

Meire M., Coussement K., De Caigny A., Hoornaert S., (2022), Does it pay off to communicate like your online community? Evaluating the effect of content and linguistic style similarity on B2B brand engagement, *Industrial Marketing Management*, 106(2022), pp. 292-307

Weismueller J., Harrigan P., Coussement K., Tessitore T., (2022), What makes people share political content on social media? The role of emotion, authority and ideology, *Computers in Human Behavior*, 129(1), pp. 107-150

Coussement K., Benoit D., (2021), Interpretable Data Science for Decision Making, *Decision Support Systems*, 150(November), pp. 1-6

De Caigny A., Coussement K., Verbeke W., Idbenjra K., Phan M., (2021), Uplift Modeling And Its Implications For B2B Customer Churn Prediction: A Segmentation-Based Modeling Approach, *Industrial Marketing Management*, 99(2021), pp. 28-39

Harrigan P., Daly T., Coussement K., Lee J., Soutar G., Evers U., (2021), Identifying Influencers on Social Media, *International Journal of Information Management*, 56(February), pp. 1-11

Lessmann S., Haupt J., Coussement K., De Bock K. W., (2021), Targeting Customers for Profit: An Ensemble Learning Framework to Support Marketing Decision-making, *Information Sciences*, 557(May), pp. 286-301

Sulikowski P., Zdziebko T., Coussement K., Dyczkowski K., Kluza K., Sachpazidu-Wójcicka K., (2021), Gaze and Event Tracking for Evaluation of Recommendation Driven Purchase, *Sensors*, 21(4), pp. 1381

Coussement K., Phan M., De Caigny A., Benoit D. F., Raes A., (2020), Predicting Student Dropout In Subscription-based Online Learning Environments: The Beneficial Impact Of The Logit Leaf Model, *Decision Support Systems*, 135(August), pp. 1-11

De Bock K., Coussement K., Lessmann S., (2020), Cost-Sensitive Multicriteria Ensemble Selection: A Framework For Business Failure Prediction When Misclassification Costs Are Uncertain, *European Journal of Operational Research*, 285(2), pp. 612-630

De Caigny A., Coussement K., De Bock K. W., (2020), Leveraging Fine-Grained Transaction Data for Customer Life Event Predictions, *Decision Support Systems*, 130(March), pp. 1-12

Demoulin N., Coussement K., (2020), Acceptance of Text-Mining Systems: The Signaling Role of Information Quality, *Information and Management*, 57(1), pp. 1-11

Harrigan P., Coussement K., Lancelot Miltgen C., Ranaweera C., (2020), The Future of Technology in Marketing; Utopia or Dystopia?, *Journal of Marketing Management*, 36(3-4), pp. 211-214

Olaya D., Coussement K., Verbeke W., (2020), A Survey and Benchmarking Study of Multitreatment Uplift Modeling, *Data Mining and Knowledge Discovery*, 34(1), pp. 273-308

De Caigny A., Coussement K., De Bock K., Lessmann S., (2019), Incorporating Textual Information in Customer Churn Prediction Models Based on a Convolutional Neural Network, *International Journal of Forecasting*, 36(4), pp. 1563-1578

Debaere S., Devriendt F., Brunneder J., Verbeke W., De Ruyck T., Coussement K., (2019), Reducing Inferior Member Community Participation Using Uplift Modeling: Evidence From A Field Experiment, *Decision Support Systems*, 123(August), pp. 1-12

Kim P., Kotha R., Fourné S., Coussement K., (2019), Taking Leaps of Faith: Evaluation Criteria and Resource Commitments for Early-stage Inventions, *Research Policy*, 48(6), pp. 1429-1444

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., Harrigan P., 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

Forthcoming

Hasan M., Abedin M., Hajek P., Coussement K., Sultan N., Lucey B., (2024), A Blending Ensemble Learning Model for Crude Oil Price Forecasting, *Annals of Operations Research*, forthcoming(2024), pp. 1-10

De Bock K. W., Coussement K., De Caigny A., Slowinski R., Baesens B., Boute R., Choi T.-M., Delen D., Kraus M., Lessmann S., Maldonado S., Martens D., Oskarsdottir M., Vairetti C., Verbeke W., Weber R., (2023), Explainable AI for Operational Research: A Defining Framework, Methods, Applications, and a Research Agenda, *European Journal of Operational Research*, forthcoming(2023), pp. 1-20

Communications in refereed conferences

International

Sanchez-Ramirez J., Coussement K., De Caigny A., Benoit D. F., Waardenburg L., Guliyev E., (2023), *To Use or Not to Use? Incorporating Usage Data for B2B Churn Prediction Modeling* Decision Science Institute Annual Conference 2023, Atlanta, USA

De Caigny A., Coussement K., De Bock K. W., (2020), *Customer life event prediction using deep learning* ORBEL 34, Lille, France

De Caigny A., Coussement K., De Bock K. W., (2020), *Predicting customer life events using deep learning in the financial services industry* Fourth Conference on Business Analytics in Finance and Industry, Santiago, Chile

De Caigny A., Coussement K., De Bock K., (2019), *Customer Life Event Prediction* , In Proceedings of the 30th European Conference on Operational Research (abstract), June 23-26 (2019), Dublin, Ireland

De Caigny A., De Bock K., Coussement K., Ciobanu C., (2019), *Integrating e-commerce indicators in multichannel retail chain store efficiency analyses: A robust two-stage DEA approach* Conference on Metrics and Analytics in Retailing, Atlanta, USA

Phan M., Coussement K., Benoit D., De Caigny A., Raes A., (2019), *Detecting Online Student Dropout: A Machine Learning Approach* In Proceedings of the 30th European Conference on Operational Research, June 23-26 (2019), Dublin, Ireland

De Caigny A., Coussement K., De Bock K., Lessman S., (2018), *Integrating Textual Information in Customer Churn Prediction Models: A Deep Learning Approach* In Proceedings of the 29th European Conference on Operational Research, Valencia, Spain

Phan M., Coussement K., Benoit D., Raes A., De Caigny A., (2018), *The Beneficial Effect of Ensemble Learning in Predicting Student Drop-out in Online Learning Environment* In Proceedings of the 29th European Conference on Operational Research, Valencia, Spain

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* 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

Zechiel F., Trautwein Y., Coussement K., Meire M., Buettgen M., (2024), *Opening the 'black box' of HRM algorithmic biases – How companies' hiring practices induce discrimination on freelancing platforms* ServSig 2024, Bordeaux, France

Guliyev E., Coussement K., De Caigny A., (2022), *Actionable Knowledge Discovery and Rule Mining in B2B Churn* 32nd European Conference on Operational Research, Espoo, Finland

Beyer Diaz S., Coussement K., De Caigny A., (2021), *A deep learning model for cross-selling recommendations in the financial service sector* 31st European Conference on Operational Research (EURO 2021), Athens, Greece

Guliyev E., Coussement K., De Caigny A., (2021), *Actionable Knowledge Discovery and Rule Mining in B2B Churn* 31st European Conference on OperationalResearch (EURO 2021), Athens, Greece

Guliyev E., Coussement K., De Caigny A., (2021), *Actionable Knowledge Discovery and Rule Mining in B2B Churn* 52nd Annual Conference of the Decision Sciences Institute, Houston, USA

Beyer Diaz S., Coussement K., De Caigny A., Perez Armas L. F., Creemers S., (2020), *Incorporating Donald Trump's tweets into LSTM for Oil Price Prediction* Decision Sciences Institute, Online, USA

Beyer Diaz S., Coussement K., De Caigny A., Perez Armas L. F., Creemers S., (2020), *Incorporating Tweets into LSTM for Oil Price Prediction* Analytics for Management and Economics Conference, St. Petersburg, Russia

De Caigny A., Coussement K., Lessman S., (2020), *Data augmentation strategies for classification tasks: how to represent textual data?* IFORS 2020, Seoul, Korea

Idbenjra K., De Caigny A., Phan M., Verbeke W., Coussement K., (2020), *Decision Sciences Institute* DSI 2020 Annual Conference, Online, USA

Phan M., Coussement K., De Caigny A., (2020), *Improving Student Dropout Prediction By Integrating Feedback Textual Data* Analytics for Management and Economics Conference (AMEC 2020), Online, Russia

Phan M., Coussement K., De Caigny A., (2020), *Integrating Textual Feedback Data for Predicting Student Dropout in Private Higher Education Institute in France* 51st Annual Conference of the Decision Sciences Institute, Online, USA

Ciobanu C., Coussement K., De Bock K., (2018), *Efficiency in Multi-channel Retail Chain Store: A Two-stage DEA Approach with Environmental Factors and Ecommerce Indicators* In Proceedings of the 29th European Conference on Operational Research, Valencia, Spain

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 Bock K. W., Coussement K., Lessmann S., (2020), *CSMES: Cost-sensitive Multi-criteria Ensemble Selection for Uncertain Cost Conditions*, CRAN Archive

De Caigny A., Coussement K., De Bock K. W., (2020), *LLM: Applies the Logit Leaf Model Classifier for Binary Classification*, CRAN Archive

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

EDITORIAL ACTIVITY

Associate Editor in an academic journal

Decision Support Systems

Annals of Operations Research

Editor in a special issue of a peer reviewed journal

Annals of Operations Research

European Journal of Operational Research

Decision Support Systems

Reviewer in an academic journal

Annals of Operations Research

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

Information Sciences

Journal of Marketing Management

RESEARCH ACTIVITIES

COMMITTEE CHAIR

Committee Chair

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

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

Supervision of HDR:

2020   Director, Project Scheduling with Maximum eNPV Objective

Supervision of Ph.D. Thesis:

2025   Director, The Ethics of Artificial Intelligence: How to Avoid Algorithmic and Decisional Biases?

2024   Director, Innovations in Learning Analytics: A Data Science Approach, IÉSEG School of Management

2024   Director, Improving B2B Partner Relations Through Customer Churn Detection, IÉSEG School of Management

2024   Director, Innovations in Data Analytics in the Financial Services Industry, IÉSEG School of Management

2024   Director, Investigating the Beneficial Impact of Unstructured Data in Business, IÉSEG School of Management

2023   Director, Innovations in Churn Prediction in the B2B Industry, IÉSEG School of Management

2019   Director, Augmenting Store Efficiency Evaluation with Customer Analytics, IÉSEG School of Management

2019   Director, Innovation in Customer Scoring for the Financial Services Industry, IÉSEG School of Management

2017   Director, Proactive Inferior Member Participation Management in Innovation Communities, IÉSEG School of Management

2017   Director, Personalization in E-commerce: A Procedure to Create and Evaluate Business Relevant Recommendation Systems