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INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Meire M., Ballings M., Van den Poel D., (2017), The added value of social media data in B2B customer acquisition systems: A real-life experiment, *Decision Support Systems*, 104, pp. 26-37

Meire M., Ballings M., Van den Poel D., (2016), The added value of auxiliary data in sentiment analysis of Facebook posts, *Decision Support Systems*, 89, pp. 98-112