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### INTELLECTUAL CONTRIBUTIONS

#### Papers in refereed journals

##### Published

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

Meire M., (2021), Customer comeback: empirical insights into the drivers and value of returning customers, *Journal of Business Research*, 127(2021), pp. 193-205

Meire M., Hewett K., Ballings M., Kumar V., Van den Poel D., (2019), The Role of Marketer Generated Content in Customer Engagement Marketing, *Journal of Marketing*, 83(6), pp. 21-42

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

##### Forthcoming

Janssens B., Schetgen L., Bogaert M., Meire M., Van den Poel D., (2023), 360 Degrees Rumor Detection: When Explanations Got Some Explaining To Do, *European Journal of Operational Research*, 0(0), pp. 0

#### Other conference and seminar presentations

##### International

Meire M., (2023), *How and when does DEI communication lead to more social media engagement?* Marketing Science: Diversity, Equity and Inclusion conference, Dallas, USA

Meire M., (2020), *Online review Network Dynamics of Restaurants in Local Competition* AMA Winter Conference, San Diego, USA

Meire M., De Meyer J., (2019), *The Impact of Local Competition on WOM* Euro 2019, Dublin, Ireland

#### Chapters in books

##### Published

Hewett K., Hoornaert S., Meire M., (2022), Firm Strategies for One-on-One Exchanges with Customers in Social Media, in: Annmarie Hanlon and Tracy L. Tuten(Eds.), *The SAGE Handbook of Social Media Marketing*, 9781529743784, Sage Publishing, London, chapter 22, pp. 358-372