



Steven HOORNAERT

Ph.D. in Marketing Analytics

Assistant Professor, Marketing

Major Coordinator

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EDUCATION

2018 Ph.D. in Marketing Analytics, Ghent University, Belgium

EMPLOYMENT EXPERIENCE

ACADEMIC:

2019 - Present Affiliate Professor of Marketing, KU Leuven, Leuven, Belgium

2018 - 2019 Affiliate Professor of Marketing, HEC Liège - Management School, University of Liège, Liège, Belgium

COURSES TAUGHT

- Big data tools 2, Msc in big data analytics for business
- Marketing management, Grande ecole
- Marketing strategy, Grande ecole
- Business game, Grande ecole

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Viswanathan V., Malthouse E. C., Maslowska E., Hoornaert S., Van den Poel D., (2018), Dynamics between social media engagement, firm-generated content, and live and time-shifted TV viewing, *Journal of Service Management (formerly IJSIM)*, 29(3), pp. 378-398

Hoornaert S., Ballings M., Malthouse E. C., Van den Poel D., (2017), Identifying New Product Ideas: Waiting for the Wisdom of the Crowd or Screening Ideas in Real Time, *Journal of Product Innovation Management*, 34(5), pp. 580-597

Grants

2019 LEM - Call for Projects - Oct 2019, LEM UMR CNRS (France)