



## Arno DE CAIGNY

Ph.D., Sales and Marketing, Marketing

Assistant Professor, Marketing

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### EDUCATION

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- 2019** Ph.D., Sales and Marketing, Marketing, University of Lille, France
- 2015** Master, Economics and Mathematics Sciences, Marketing, Ghent University, Belgium
- 2014** Master, Business Administration, Finance, Ghent University, Belgium
- 2013** Bachelor, Business Administration, Business, Ghent University, Belgium

### RESEARCH INTERESTS

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Economics, Marketing Analytics, Quantitative Methods

### CONSULTING EXPERIENCE

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- 2015 - 2016** Business Analyst, Deloitte Touche Thomatsu, Belgium

### INTELLECTUAL CONTRIBUTIONS

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#### Papers in refereed journals

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##### Published

- De Caigny A., De Bock K. W., (2021), Spline-Rule Ensemble Classifiers with Structured Sparsity Regularization for Interpretable Customer Churn Modeling, *Decision Support Systems*, 150(113523), pp. 1-14
- 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 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
- 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

##### Forthcoming

- De Caigny A., (2019), Innovation in customer scoring for the financial services industry, *4OR: A Quarterly Journal of Operations Research*, n.a.(n.a.), pp. n.a.

## **Communications in refereed conferences**

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### **International**

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

### **Research reports**

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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

## **PROFESSIONAL MEMBERSHIPS**

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Association of European Operational Research Societies

International Federation of Operational Research Societies

## **EDITORIAL ACTIVITY**

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### **Reviewer in an academic journal**

**2021** European Journal of Operational Research

## **INSTITUTIONAL SERVICE**

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### **Course Coordinator**

Course coordination of business analytics tools commercial (PGP-MBD), IÉSEG School of Management, France

Course coordinator of introduction to data sciences (PGP-MBD), IÉSEG School of Management, France

### **Extensive contribution to a corporate partnership**

Active contribution to the Credit Agricole chair, IÉSEG School of Management, France

### **Supervision of Ph.D. Thesis:**

**2023** Co-director, Data-driven innovations in the financial services industry, IÉSEG School of Management