

Aurélie LEMMENS

Associate Professor

Rotterdam School of Management, Erasmus University, The Netherlands

lemmens@rsm.nl

www.aurelielemmens.com

COORDINATES

Burgemeester Oudlaan (room T10-10)
PO Box 1738, 3000 DR Rotterdam
Tel office: (+31-10) 408 8750

ORCID: 0000-0002-7630-6159
ResearcherID: AAX-3695-2020
Scopus Author ID: 15521535400

ACADEMIC POSITIONS

- 2019 – Present:** **ASSOCIATE PROFESSOR – Rotterdam School of Management**
Erasmus University, Department of Marketing Management
- 2011 – 2019:** **ASSOCIATE PROFESSOR – Tilburg School of Economics and Management**
Tilburg University, Department of Marketing
- 2008 – 2011:** **ASSOCIATE PROFESSOR – Erasmus School of Economics**
Erasmus University, Department of Business Economics, Marketing Section
- 2006 – 2008:** **ASSISTANT PROFESSOR – Erasmus School of Economics**
Erasmus University, Department of Business Economics, Marketing Section

VISITING POSITION

- Spring-Fall 2012:** **VISITING SCHOLAR – Harvard Business School**
Harvard University, Department of Marketing

EDUCATION

- 2002 - 2006:** **PhD. in Business Statistics – Catholic University Leuven**
Dissertation: “*Advanced Classification and Time-Series Methods in Marketing*”
Advisor: Prof. Dr. C. Croux; Co-Advisor: Prof. Dr. M.G. Dekimpe
- 1997 - 2002:** **MSc. in Business Engineering – Solvay Business School**

RESEARCH INTERESTS

SUBSTANTIVE INTERESTS: Customer-centric strategies using data science (customer analytics), including customer acquisition & retention, customer profitability, CLV, and word of mouth; Algorithmic fairness and mitigating biases when using AI; Policy design and policy evaluation.

METHODOLOGICAL INTERESTS: Machine learning, including active learning, ensemble learning and meta learning; policy evaluation; parametric & nonparametric binary choice models; optimization techniques (gradient descent); Time series & spectral analysis, including time-varying coefficient models, panel error-correction models, semiparametric modeling, Granger causality, forecasting.

HONORS, AWARDS AND GRANTS

Open Science Award ERIM 2021 for best practice in Open Science at Erasmus University.

Finalist, 2019 MSI Robert D. Buzzell Best Paper Award for “In Pursuit of Enhanced Customer Retention Management: Review, Key Issues, and Future Directions.”

ERIM Fellow 2019-Present

Excellent Teacher Award 2017 & 2019, awarded by Tilburg School of Economics and Management for the course *Conjoint Analysis*.

Data Science PhD grant 2017 (financing for a four-year PhD position), awarded by the Data Science Center at Tilburg University for the project: “*The act-react problem: A sequential learning approach to optimize intervention timing and intervention outcome*,” co-authored with Maurits Kaptein.

Aspasia/TiSEM contribution 2016 (10,000 EUR), incentive prize awarded by the Tilburg School of Economics and Management.

Vidi grant (November 2013 – July 2019, 5 year salary grant – **800,000 EUR**), awarded by the Dutch scientific foundation NWO.

IJRM Best Paper Award 2012 for “Dynamics in the international market segmentation of new product growth.”

Veni grant (June 2010 – June 2013, 3-year salary grant – **250,000 EUR**), awarded by the Dutch scientific foundation NWO.

Top Talent Researcher Awards 2008 & 2009 (20,000 EUR), incentive prize awarded by the Erasmus School of Economics to reward new talents.

Marie Curie Individual Fellowship (October 2006 – October 2008, 2 years salary grant – **135,000 EUR**), awarded by the European Commission, DG Research for the project.

GOVERNANCE AND SERVICE

Rotterdam School of Management

Recruitment lead, 2019-2021

Academic Director, Customer Analytics Expert Practice @ the Erasmus Centre for Data Analytics, 2020-Present

Tilburg University

Data Science Task Force MSc. Business Analytics, TiSEM, 2017-2019

Data Science Committee, Bachelor & Master, TiSEM, 2014-2016

Education Committee for the MSc. Marketing Analytics, 2017-2019

Jheronimus Academy of Data Science, Outreach to Companies, 2016-2017

Recruiting Committee, Data Science Chair sponsored by CZ, 2017

Seminar Organization, Marketing Department, 2011-2015, 2017-2019

Zwaartekracht Committee on Responsible Data Science, 2016

Erasmus School of Economics

Academic Director MSc. Marketing, 2008-2011

Coordinator MSc. theses Marketing, 2008-2011

ERIM Fellow, 2006-2011

Tinbergen Institute Fellow, 2006-2011

Other Institutions

Hiring Committee, Associate Professor in Marketing, *WU Vienna*, 2019-2020

Hiring Committee, Associate Professor in Marketing, *BI Norwegian Business School*, 2019-2020

Assessment Committee, *NWO Research Talent*, 2017-2018

Faculty Member, *EMAC Doctoral Colloquium*, 2011, 2017, 2021

Hiring Committee, Chair in Marketing Analytics, *Solvay Business School*, 2016-2018

Inaugural Team Leader, *EMAC SIG Modeling/Quantitative Marketing/Marketing Analytics/Marketing Research*, 2017-present

Editorial Board

International Journal of Research in Marketing

Ad-hoc Reviewer

Journal of Marketing Research, Marketing Science, Management Science, Journal of Marketing, Journal of the Academy of Marketing Science, Quantitative Marketing and Economics, Journal of Interactive Marketing, European Journal of Operation Research, European Marketing Academy Conference, Oxford Bulletin of Economics and Statistics, Journal of Economic Dynamics and Control, Information Systems Research, Business and Information Systems Engineering, Empirical Economics, Marketing Science Institute.

PUBLICATIONS

Number of citations: 1904; *h-index:* 13; *i10-index:* 14

Pieters, C., Pieters, F.G.M., Lemmens, A. (2022), "Six Methods for Latent Moderation Analysis in Marketing Research: A Comparison and Guidelines," *Journal of Marketing Research*, forthcoming.

Lemmens, A. and Gupta, S. (2020), "Managing Churn to Maximize Profits," *Marketing Science*, 39(5).

Puha, Z., Kaptein, M., Lemmens, A. (2020), "Batch Mode Active Learning for Individual Treatment Effect Estimation," *2020 IEEE International Conference on Data Mining Workshop Proceedings*, Sorrento, Italy, 2020, pp. 859-866.

Ascarza, E., Neslin, S., Netzer, O., Anderson, Z., Fader, P., Gupta, S., Hardie, B., Lemmens, A., Libai, B., Neal, D., Provost, F., and Schrift, R. (2018), "In Pursuit of Enhanced Customer Retention Management: Review, Key Issues, and Future Directions," *Customer Needs and Solutions*, 5(1-2), 65-81.

❖ *Finalist, 2019 MSI Robert D. Buzzell Best Paper Award*

*Glady, N., Lemmens, A., and Croux, C. (2015), "Unveiling the Relationship between the Transaction Timing, Spending and Dropout Behavior of Customers," *International Journal of Research in Marketing*, 32, 78–93. [*Equal contribution]

Verbeke, W.J.M.I., Bagozzi R.P., van den Berg W., and Lemmens, A. (2013), "Polymorphisms of the OXTR Gene to Explain Why Sales Professionals Love to Help Customers," *Frontiers in Behavioral Neuroscience*, 7(171), 1-13.

Lemmens, A., Croux, C. and Stremersch, C. (2012), "Dynamics in International Market Segmentation of New Product Growth," *International Journal of Research in Marketing*, 29(1), 81-92.

❖ *Winner of the 2012 IJRM best paper award.*

Bijmolt, T.H.A., Leeflang, P.S.H, Block, F., Eisenbeiss, M., Hardie, B.G.S., Lemmens, A. and Saffert, P. (2010), "Analytics for Customer Engagement," *Journal of Service Research*, 13(3), 341-356.

*Stremersch, S. and Lemmens, A. (2009), "Sales Growth of New Pharmaceuticals across the Globe: the Role of Regulatory Regimes," *Marketing Science*, 28(4), 690-708. [*Equal contribution]

Lemmens, A., Croux, C. and Dekimpe, M.G. (2008), "Measuring and Testing Granger Causality over the Spectrum: An Application to European Production Expectation Surveys," *International Journal of Forecasting*, 24(3), 414-431.

- Lemmens, A., Croux, C. and Dekimpe, M.G. (2007), “Consumer Confidence in Europe: United in Diversity?” *International Journal of Research in Marketing*, 24 (2), 113-127.
- Gelper S., Lemmens A. and Croux C. (2007), “Consumer Sentiment and Consumer Spending: Decomposing the Granger Causal Relationship in the Time Domain,” *Applied Economics*, 39, 1-11.
- Croux, C., Joossens, K. and Lemmens, A. (2007), “Trimmed Bagging,” *Computational Statistics and Data Analysis*, 52 (1), 362-368.
- Lemmens, A. and Croux, C. (2006), “Bagging and Boosting Classification Trees to Predict Churn,” *Journal of Marketing Research*, 43(2), 276-286.
- Lemmens, A., Croux, C. and Dekimpe, M.G. (2005), “On the Predictive Content of Production Surveys: a Pan-European Study,” *International Journal of Forecasting*, 21(2), 363-375.

WORKING PAPERS AND REPORTS

- Lemmens, A., and Gupta, S. (2020), “Managing Churn to Maximize Profits,” *Harvard Business School Working Paper*, No. 14-020.
- Ascarza, E., Neslin, S., Netzer, O., Anderson, Z., Fader, P., Gupta, S., Hardie, B., Lemmens, A., Libai, B., Neal, D., Provost, F., and Schrift, R. (2018), “In Pursuit of Enhanced Customer Retention Management: Review, Key Issues, and Future Directions,” *MSI Working Paper Series*, No. 17-118.
- Pieters, C. and Lemmens, A. (2015), “Acquiring Customers via Word-of-Mouth Referrals: A Virtuous Strategy?” *MSI Working Paper Series*, No. 15-123.
- Croux, C., Joossens, K. and Lemmens, A. (2004), “Bagging a Stacked Classifier,” *Proceedings in Computational Statistics*, edited by Jaromir Antoch, 839-846.

RESEARCH IN PROGRESS (SELECTED SET)

- Lemmens, A., Donkers, B. and Verhoef, P.C., **Managing Risk when Predicting Binary Outcomes.**
- Pieters, C., Lemmens, A. and Pieters, F.G.M., **Pass it Forward: Being Referred Increases Customers’ Tendency to Refer Independently of Satisfaction.**
- Estrezon, E., Lemmens, A. and Van den Bergh, B., **Targeting Donors: Providing the Possibility to Target a Charitable Gift.**
- Puha, Z., Lemmens, A. and Kaptein, M., **Smart Experimentation.**

R PACKAGES

ProfitBoost, created in 2020, accessible via <https://github.com/ProfitBoost-Lab/ProfitBoost>

CONFERENCE PRESENTATIONS

“Smart Experimentation for Customer Proactive Retention Management,”

- ❖ *Triennial Invitational Choice Symposium, Chesapeake Bay, May 2019.*

“Whom to Target: Managing Risk when Predicting Churn,”

- ❖ *Marketing Science Conference, Los Angeles, June 2017.*

“Reactive versus Proactive Retention,”

- ❖ *Triennial Invitational Choice Symposium, Lake Louise, May 2016.*

“Managing Churn to Maximize Profits,”

- ❖ *Marketing Science Conference, Istanbul, July 2013.*
- ❖ *Theory and Practice in Marketing, London, May 2013.*
- ❖ *Marketing Science Conference, Stephen Ross School of Business, Ann Arbor, June 2009.*

“Cross-National Differences in the Diffusion Patterns of New Products: A Semiparametric Approach”

- ❖ *Marketing Science Conference, Sauder School of Business, Vancouver, June 2008.*
- ❖ *EMAC Conference, Reykjavik University, May 2007.*
- ❖ *Marketing Science Conference, Katz Graduate School of Business, Pittsburgh, June 2006.*

“Sales Growth of New Pharmaceuticals across the Globe: The Role of Regulatory Regimes”

- ❖ *Marketing Dynamics Conference, Groningen University, August 2007.*
- ❖ *Marketing Science Conference, Special Session Marketing/Health, Singapore, June 2007.*

“Measuring and Testing for Granger Causality over the Spectrum”

- ❖ *Marketing Science Conference, Singapore Management University, June 2007.*

“Bagging and Boosting Classification Trees to Predict Churn. Insights from the US Telecom Industry”

- ❖ *Marketing Science Conference, Goizueta Business School, Atlanta, June 2005.*
- ❖ *11th Annual Meeting of Belgian Statistical Society, La Roche, October 2003.*

“Do Distances Still Matter in a Unified Europe?”

- ❖ *EMAC Conference, Bocconi University, Milan, May 2005.*

“Bagging a Stacked Classifier”

- ❖ *COMPSTAT 2004, 16th Symposium of IASC, Prague, August 2004.*

“On the Predictive Content of Production Surveys: a Pan-European Study”

- ❖ *Marketing Science Conference, Rotterdam, June 2004.*

INVITED PRESENTATIONS AND PHD TUTORIALS

Invited Presentations

“Offering Donors a Sense of Targeting to Boost Fundraising Effectiveness”

- ❖ *IESEG Paris Research Camp, December 2021*
- ❖ *Bocconi, December 2021.*

“Meta Ensemble Learning to Minimize Prediction Regret”

- ❖ *eQMS EMAC, December 2020*
- ❖ *Marketing in Israel, February 2021.*

“Managing Churn to Maximize Profits”

- ❖ *Agilytic Webinar, November 2020*
- ❖ *WU Vienna, December 2019.*
- ❖ *30th Anniversary of the Dutch and Flemish Classification Society, Jubilee Meeting, November 2019.*
- ❖ *Frankfurt School of Finance, October 2019.*
- ❖ *Rotterdam School of Management, February 2019.*
- ❖ *Erasmus School of Economics during the 'Advances in quantitative marketing' workshop organized for the 103rd Dies Natalis of Erasmus University, November 2016.*
- ❖ *Wageningen University, March 2015.*
- ❖ *Goethe University, Frankfurt, January 2014.*
- ❖ *Tuck School of Business, Dartmouth College, May 2013.*
- ❖ *INSEAD, Fontainebleau, February 2013.*

“Sales Growth of New Pharmaceuticals across the Globe: The Role of Regulatory Regimes”

- ❖ *Health Economics Seminar, Erasmus University Rotterdam, November 2008.*

“Characterizing International Diffusion Patterns”

- ❖ *University of Groningen, November 2006.*

“Bagging and Boosting Classification Trees to Predict Churn”

- ❖ *Marketing Winter Camp, K.U. Leuven, December 2005.*
- ❖ *ULg (University of Liège), April 2006.*

“Do Distances Still Matter in a Unified Europe?”

- ❖ *Warwick Business School, August 2005.*
- ❖ *Erasmus University Rotterdam, October 2005.*
- ❖ *Tilburg University, October 2005.*

PhD Tutorials

“Model Validation Techniques”

- ❖ *Rotterdam School of Management, 2017 & 2019*
- ❖ *Tilburg University, 2016 & 2017.*

“Machine Learning Algorithms for Marketing”

- ❖ *Harvard Business School, April 2012.*

COMPANY COLLABORATIONS AND SELECTED MEDIA

I have collaborated with national and international companies in the area of telecommunications, online learning, e-commerce, banking/insurance, and charitable giving, among others, in order to design new customer analytics tools (mostly in the domain of customer retention and referral programs), and define interesting research challenges.

TEACHING ACTIVITIES

	<u>Average Teaching Evaluation</u>
<i>Customer Analytics 2021</i> (MSc Business Analytics & Management)	4.9 / 5
<i>Customer Centricity 2020 – 2021</i> (MSc Marketing Management)	4.7 / 5
<i>Conjoint Analysis 2016-2019</i> (MSc in Marketing)*	4.5 / 5
<i>CentER Honors Program 2014-2018</i> (Bachelor & MSc)	4.5 / 5
<i>Advanced Marketing Research 2011-2015</i> (MSc Marketing)	4.3 / 5
<i>International Marketing Research 2006-2010</i> (MSc Marketing)	4.2 / 5
<i>Advanced Research Techniques 2016-2018</i> (PhD program)	-
<i>Business Research 2016-2018</i> (Bachelor - guest lectures)	-
<i>Bachelor and Master's Thesis Marketing 2006-present</i>	-

* Best teaching awards 2017 & 2019.

PHD SUPERVISION AND PLACEMENT

Constant Pieters (2014-2020), financed by NWO Vidi grant

- ❖ *Defended his PhD in December 2020*
- ❖ *Placement: Assistant Professor at Copenhagen Business School*

Zoltan Puha (2018-present), financed by a Tilburg Data Science Center grant, in collaboration with the Jheronimus Academy of Data Science and KPN customer analytics team.

MEMBER OF DOCTORAL COMMITTEES

Mainak Sarkar (ESSEC Paris), 2022
Emilie Esterzon (Université Libre de Bruxelles), 2021
Hang-ye Chan (Rotterdam School of Management), 2020
Esther Eijlers (Rotterdam School of Management), 2020
Ana Martinovici (Tilburg University), 2019
Pierrick Piette (University of Lyon), 2019
Håvard Huse (Norwegian School of Economics), 2019
Jeroen L.G. Binken (Erasmus University Rotterdam), 2010
Carlos Hernandez Mireles (Erasmus University Rotterdam), 2010
Isabel Verniers (University of Ghent), 2009
Nicolas Glady (K.U. Leuven), 2008.

Last updated, January 2022