



Bert PAESBRUGGHE

Ph.D. Business Economics

Associate Professor, International Negotiation and Sales
Management

b.paesbrugghe@ieseg.fr

EDUCATION

2017 Ph.D. Business Economics, Ghent University & Vlerick Business School, Belgium

2014 Master, Business Administration, Marketing, Ghent University, Belgium

RESEARCH INTERESTS

Marketing

PROFESSIONAL EXPERIENCE

ACADEMIC:

2023 - Present Associate Professor of Sales and Purchasing Management, IÉSEG School of Management, France

2018 - Present Visiting Professor, Ghent University, Ghent, Belgium

2017 - 2023 Assistant Professor of Sales Management, IÉSEG School of Management, France

2016 - 2017 Visiting Lecturer, University College Ghent, Ghent, Belgium

2013 - 2017 Research Associate, Vlerick Business School, Ghent, Belgium

PROFESSIONAL:

2021 - Present Founder of EvaluationsHub, IÉSEG School of Management, Paris, France

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Paesbrugghe B., Vuori J., Kock H., (2022), Selling to Enabled Purchasers: The Effect of Perceived Supply Risk and Profit Impact on the Buyer-Seller Interaction., *Journal of Business & Industrial Marketing*, 37(5), pp. 1012-1024

Rangarajan D., Sharma A., Lyngdoh T., Paesbrugghe B., (2021), Business-to-business selling in the post COVID-19 era: Developing an adaptive and hybrid salesforce, *Business Horizons*, 64(5), pp. 647-658

Itani O., Jaramillo F. J., Paesbrugghe B., (2020), Between a Rock and a Hard Place: Seizing the Opportunity of Demanding Customers by Means of Sale Service Behaviors, *Journal of Retailing and Consumer Services*, 53(March), pp. 11

Paesbrugghe B., Rangarajan D., Sharma A., Hochstein B., (2020), Evaluation of Salespeople by the Purchasing Function: Implications for the Evolving Role of Salespeople, *Journal of Personal Selling and Sales Management*, 40(4), pp. 289-305

Sharma A., Rangarajan D., Paesbrugghe B., (2020), Increasing Resilience by Creating an Adaptive Salesforce, *Industrial Marketing Management*, 88(7), pp. 238-246

Peasley M., Rangarajan D., Paesbrugghe B., Srivastava R., Stewart G., (2019), The Impact of Adverse Life Events on Salesperson Relationships with Customers, *Journal of Business & Industrial Marketing*, 36(12), pp. 2126–2138

Paesbrugghe B., Sharma A., Rangarajan D., Boute R., (2018), Aligning Sales and Operations Management: An Agenda for Inquiry, *Journal of Personal Selling and Sales Management*, 38(2), pp. 220-240

Paesbrugghe B., Sharma A., Rangarajan D., Niladri S., (2018), Personal Selling and the Purchasing Function: Where do We Go From Here?, *Journal of Personal Selling and Sales Management*, 38(1), pp. 123-143

Paesbrugghe B., Rangarajan D., Sharma A., Syam N., Jha S., (2017), Purchasing-driven sales: Matching sales strategies to the evolution of the purchasing function, *Industrial Marketing Management*, 62(April 2017), pp. 171-184

Communications in refereed conferences

International

Paesbrugghe B., (2025), *Bridging the Buyer-Seller Divide: A Process Alignment Theory of B2B Customer-Centricity* Global Sales Science Institute, Shillong, India

Paesbrugghe B., Sharma A., Rangarajan D., Syam N., (2017), *Salespeople are from Mars, Purchasers are from Venus: an inquiry for the sales function* Industrial Marketing and Purchasing Asia, Kuala Lumpur, Malaysia

Paesbrugghe B., Vuori J., Kock H., (2017), *Aligning Digital Channel Strategies To The Business Buyer's Sourcing Journey* American Marketing Academy Conference, San Francisco, USA

Paesbrugghe B., Boute R., Weijters B., Rangarajan D., (2016), *Sales And Operation Integration: The role of collaboration and alignment* Global Sales Science Institute, Hiroshima, Japan

Paesbrugghe B., Hautamäki P., Hänti S., (2016), *Business buyers' expectations before the first buyer-seller interaction* Global Sales Science Institute, Birmingham, United Kingdom

Paesbrugghe B., Rangarajan D., (2015), *The end of avoiding procurement in a buyer-seller relationship: a qualitative study from an empowered buyer's perspective*. European Marketing Academy (EMAC), Leuven, Belgium

Other conference and seminar presentations

International

Paesbrugghe B., Hochstein B., Rangarajan D., (2017), *Salespeople as knowledge brokers: a buyer's perspective* Academy of Marketing Science, Coronado, USA

Non-refereed proceedings

Published

Paesbrugghe B., Hallikainen H., Laukkanen T., Rangarajan D., Gabrielsson M., (2017), How individual technology propensities and organizational culture influence B2B customer's behavioral intention to use digital services at work?, in: Jan Recker(Eds.) in *Proceedings of the 50th Hawaii International Conference on System Sciences (HICSS)*, *IEEE Computer Society, Los Alamitos*, pp. 4577-4585

Case studies

Paesbrugghe B., (2023), *Selling Hardware Solutions to a Merging B2B Prospect - Navigating Challenges, Identifying Needs, and Presenting Value*, *The Case Centre*, case study 523-0103-1, teaching note 523-0103-8

GRANTS AND HONORS

Award

2018 Winner Doctoral Dissertation Award Competition American Marketing Association Sales SIG, American Marketing Association, USA

Honor

2018 Certificate of Outstanding Contribution in Reviewing Industrial Marketing Management, Elsevier, Netherlands

PROFESSIONAL MEMBERSHIPS

American Marketing Association

Wintercircus Collective, Belgium

EDITORIAL ACTIVITY

Reviewer in an academic journal

Industrial Marketing Management

Journal of Business Research

Journal of Retailing and Consumer Services

PROFESSIONAL SERVICE

Presentation in a seminar

Invited speaker on "Sales Alignment to Buyer Center Maturity" to Danish chamber of commerce (90 executives), Denmark

RESEARCH ACTIVITIES

COMMITTEE CHAIR

Communication in press and professional association/event

Actionco.fr: Et si vous laissiez vos commerciaux fixer eux-mêmes leurs objectifs ?, IÉSEG School of Management, France

Course Coordinator

Negotiation Research Methods, IÉSEG School of Management, France

Professional selling skills and personal sales management, IÉSEG School of Management, France

Extensive contribution to a corporate partnership

IESEG Sales Challenge, IÉSEG School of Management, France

Extensive media communication

2018 - 2018 MILE Community: Are Salespeople Becoming Redundant in the Era of Empowered Buyers? , IÉSEG School of Management, France

Article: Collaboration the Key to Customer Satisfaction, IÉSEG School of Management, France

Head of a school project

IESEG Sales Competition, IÉSEG School of Management, France

Member of a recruitment jury (orals)

2018 - 2018 Member of a recruitment jury, IÉSEG School of Management, France

Participation in a professional advisory board

ICON, IÉSEG School of Management, France

Participation in recruitment of professors

2017 - 2018 Recruitment, IÉSEG School of Management, France