



**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, IESEG School of Management, France

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

**2017 - 2023** Assistant Professor of Sales Management, IESEG School of Management, France

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

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

## **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., Paesbrugge B., (2020), Increasing Resilience by Creating an Adaptive Salesforce, *Industrial Marketing Management*, 88(7), pp. 238-246

Peasley M., Rangarajan D., Paesbrugge 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

Paesbrugge 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

Paesbrugge 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

Paesbrugge 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

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## Communications in refereed conferences

### International

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

Paesbrugge 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

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

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

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

Paesbrugge 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

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## Other conference and seminar presentations

### International

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

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## Non-refereed proceedings

### **Published**

Paesbrugge 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

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## Case studies

Paesbrugge 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

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## 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**

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American Marketing Association

Wintercircus Collective, Belgium

## **EDITORIAL ACTIVITY**

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

Industrial Marketing Management

Journal of Business Research

Journal of Retailing and Consumer Services

## **PROFESSIONAL SERVICE**

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### **Presentation in a seminar**

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

## **RESEARCH ACTIVITIES**

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### **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