



Matthijs MEIRE

Ph.D., Applied Economics

Associate Professor, Marketing

m.meire@ieseg.fr

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Janssens B., Schetgen L., Bogaert M., Meire M., Van den Poel D., (2024), 360 Degrees Rumor Detection: When Explanations Got Some Explaining To Do, *European Journal of Operational Research*, 317(2), pp. 366-381

Meire M., Coussement K., De Caigny A., Hoornaert S., (2022), Does it pay off to communicate like your online community? Evaluating the effect of content and linguistic style similarity on B2B brand engagement, *Industrial Marketing Management*, 106(2022), pp. 292-307

Meire M., (2021), Customer comeback: empirical insights into the drivers and value of returning customers, *Journal of Business Research*, 127(2021), pp. 193-205

Meire M., Hewett K., Ballings M., Kumar V., Van den Poel D., (2019), The Role of Marketer Generated Content in Customer Engagement Marketing, *Journal of Marketing*, 83(6), pp. 21-42

Meire M., Ballings M., Van den Poel D., (2017), The added value of social media data in B2B customer acquisition systems: A real-life experiment, *Decision Support Systems*, 104, pp. 26-37

Meire M., Ballings M., Van den Poel D., (2016), The added value of auxiliary data in sentiment analysis of Facebook posts, *Decision Support Systems*, 89, pp. 98-112

Communications in refereed conferences

International

Meire M., Grégoire Y., Nguyen C. M., Nepomuceno M. V., (2024), *Identifying and Recovering Online Complainers: A Combination of Machine Learning and Experimental Evidence* SERVSIG Conference, Bordeaux, France

National

Hoornaert S., Meire M., Hewett K., (2024), *Unlocking opportunities for undirected online customer-firm interactions* SERVSIG 2024, Bordeaux, France

Other conference and seminar presentations

International

Meire M., (2023), *How and when does DEI communication lead to more social media engagement?* Marketing Science: Diversity, Equity and Inclusion conference, Dallas, USA

Meire M., (2020), *Online review Network Dynamics of Restaurants in Local Competition* AMA Winter Conference, San Diego, USA

Chapters in books

Published

Hewett K., Hoornaert S., Meire M., (2022), Firm Strategies for One-on-One Exchanges with Customers in Social Media, in: Annmarie Hanlon and Tracy L. Tuten(Eds.), *The SAGE Handbook of Social Media Marketing*, 9781529743784, Sage Publishing, London, chapter 22, pp. 358-372

EDITORIAL ACTIVITY

Reviewer in an academic journal

Journal of Interactive Marketing, USA

Annals of Operations Research, USA

European Journal of Operational Research, Netherlands

Tourism and Hospitality Research

RESEARCH ACTIVITIES

COMMITTEE CHAIR

Committee Member

CSI member Emil Gulyev, IÉSEG School of Management, France

Participation in a professional advisory board

Participation of PAB, IÉSEG School of Management, France