IÉSEG
SCHOOL OF MANAGEMENT

Steven HOORNAERT

Ph.D. in Marketing Analytics

Assistant Professor, Marketing

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EDUCATION

2018   Ph.D. in Marketing Analytics, Ghent University, Belgium

PROFESSIONAL EXPERIENCE

ACADEMIC:

2020 - 2023   Director of program, IÉSEG School of Management, France

2019 - 2022   Affiliate Professor of Marketing, KU Leuven, Leuven, Belgium

2018 - 2019   Affiliate Professor of Marketing, HEC Liège - Management School, University of Liège, Liège, Belgium

COURSES TAUGHT

- Digital marketing fundamentals, Grande ecole (master cycle)

- Global brand management, Grande ecole (bachelor cycle)

- Digital analytics, Grande ecole (master cycle)

- Big data tools, Msc in big data analytics for business

- Marketing management, Grande ecole (master cycle)

- Marketing strategy, Grande ecole (master cycle)

- Business game, Grande ecole (master cycle)

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Leclercq T., Danis E., Hoornaert S., (2024), Trust me, I am famous: Legitimating attractive celebrities as credible endorsers for charitable organizations, *Journal of Marketing Management*, 40(1-2), pp. 102-128

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

Viswanathan V., Malthouse E. C., Maslowska E., Hoornaert S., Van den Poel D., (2018), Dynamics between social media engagement, firm-generated content, and live and time-shifted TV viewing, *Journal of Service Management (formerly IJSIM)*, 29(3), pp. 378-398

Hoornaert S., Ballings M., Malthouse E. C., Van den Poel D., (2017), Identifying New Product Ideas: Waiting for the Wisdom of the Crowd or Screening Ideas in Real Time, *Journal of Product Innovation Management*, 34(5), pp. 580-597

Communications in refereed conferences

National

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

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*

Grants

2019   LEM - Call for Projects - Oct 2019, LEM UMR CNRS (France)