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Formation

Ph.D. in Marketing Management (2006), Rotterdam School of Management, Erasmus University, The Netherlands

MS.c. in Agricultural Economics (2000), Wageningen University, The Netherlands

Thèmes de recherche

- Marketing Decision Making
- Marketing Management Support Systems
- Marketing Knowledge
- Creativity in Marketing
- Marketing Communications.

Publications

Publications académiques

Ouvrages

Analogical Reasoning as a Decision Support Principle for Weakly-Structured Marketing Problems. Rotterdam (The Netherlands) : Erasmus Research Institute of Management (ERIM PhD series), 2006

Articles

"Using structural technology acceptance models to segment intended users of a new technology: Propositions and an empirical illustration" (N. Althuizen), *Information Systems Journal*, août 2018, Vol. 28, Numéro 5, p. 879-904

"Is It a Masterpiece? Social Construction and Objective Constraint in the Evaluation of Excellence" (S. Sgourev, N. Althuizen), *Social Psychology Quarterly*, déc. 2017, Vol. 80, Numéro 4, p. 289-309

"Communicating a Key Benefit Claim Creatively and Effectively Through Five Conveyor Properties" (N. Althuizen), *Psychology and Marketing*, janv. 2017, Vol. 34, Numéro 1, p. 5-18

"Managerial Decision-Making in Marketing: Matching the Demand and Supply Side of Creativity" (N. Althuizen, B. Wierenga, B. Chen), *Journal of Marketing Behavior*, déc. 2016, Vol. 2, Numéro 2-3, p. 129-176

"The Effects of IT-Enabled Cognitive Stimulation Tools on Creative Problem Solving: A Dual Pathway to Creativity" (N. Althuizen, A. Reichel), *Journal of Management Information Systems*, juil. 2016, Vol. 33, Numéro 1, p. 11-44

"Pièces de Résistance? Core and Casual Consumers' Valuations of Aesthetically Incongruent Artworks" (N. Althuizen, S. Sgourev), *Psychology and Marketing*, août 2014, Vol. 31, Numéro 8, p. 604-614

"Supporting Creative Problem Solving with a Case-Based Reasoning System" (N. Althuizen, B. Wierenga), *Journal of Management Information Systems*, juil. 2014, Vol. 31, Numéro 1, p. 309-340

"Notable" or "Not Able": When Are Acts of Inconsistency Rewarded?" (S. Sgourev, N. Althuizen), *American Sociological Review*, avr. 2014, Vol. 79, Numéro 2, p. 282-302

"Help that is Not Recognized: Harmful Neglect of Decision Support Systems" (N. Althuizen, A. Reichel, B. Wierenga), *Decision Support Systems*, déc. 2012, Vol. 54, Numéro 1, p. 719-728

"The relative performance of different methods for selecting creative marketing personnel" (N. Althuizen), *Marketing Letters*, déc. 2012, Vol. 23, Numéro 4, p. 973-985

"The Validity of Two Brief Measures of Creative Ability" (N. Althuizen, B. Wierenga, J. Rossiter), *Creativity Research Journal*, févr. 2010, Vol. 22, Numéro 1, p. 53-61

Chapitres

Advances in Marketing Management Support Systems. In: *Handbook of Marketing Decision Models* (avec B. Wierenga, G. Van Bruggen). New York, NY (United States) : Springer US, Berend Wierenga. 2008

Supporting creative marketing decisions: The use of case-based reasoning for the design of sales promotion campaigns (in Dutch). In: *Developments in Market Research: Yearbook 2008 Market Research Association* (avec B. Wierenga). Haarlem (The Netherlands) : SpaarenHout BV, A.E. Bronner. 2008

Working Papers

"The Value of Analogical Reasoning for the Design of Creative Sales Promotion Campaigns: A Case-Based Reasoning Approach" (avec B. Wierenga). RSM Erasmus University, ERS-2008-006-MKT févr. 08.

"The Effectiveness of Case-Based Reasoning: An Application in Sales Promotions" (avec B. Wierenga). Erasmus Research Institute of Management (ERIM), ERS-2003-053-MKT juin 03.

Autres publications

Communications publiées

"Brand Activism: Does Courting Controversy Help or Hurt a Brand?", avec S. Mukherjee, . In : *Proceedings of the 48th EMAC Conference*, EMAC Conference. Hamburg (Germany) : University of Hamburg, 2019.

"Courting Controversy: When Taking a Stand on Social Issues Hurts or Helps Business", avec S. Mukherjee, . In : *Proceedings of the 11th ACR Conference*, European ACR conference. Ghent (Belgium) : Ghent University, 2018.

"Courting controversy: When taking a stand on social issues hurts or helps business", avec S. Mukherjee. In : *Proceedings of the 46th EMAC Conference: Leaving Footprints*, EMAC Conference. Groningen (The Netherlands) : University of Groningen, 2017.

"Consumer Creativity in Product Design: The Effects of Providing a Default Product on Idea Generation ", avec B. Chen. In : *Lost in Translation*:

Marketing in an Interconnected World, EMAC 2013. Istanbul (Turkey) : Istanbul Technical University, 2013.

"Begging to Differ: The Role of Status and Stylistic Inconsistency on Product Evaluation", avec S. Sgourev. In : *The Day After: Inspiration, Innovation, Implementation*, 40th EMAC Conference. Ljubljana (Slovenia) : University of Ljubljana, 2011.

"Marketing Management Support Systems: When Help is Not Recognized", avec B. Wierenga, G. Van Bruggen, A. De Bruyn. In : *The Six Senses - The Essentials of Marketing*, EMAC Conference. Copenhagen (Denmark) : S. Beckmann, T. Ringberg & T. Ritter, 2010.

"Designing Creative, Effective Ads: A Proposed Test of the Remote Conveyor Model", avec J. Rossiter. In : *Sustainable Management and Marketing Conference*, ANZMAC 2009. Melbourne (Australia) : Monash University, 2009.

"On the Deceptive Nature of Perceived Usefulness as a Decision Variable for Marketing Management Support System Adoption and Use", avec B. Wierenga. In : *Marketing: Shifting the Focus from Mainstream to Offbeat*, ANZMAC. Sydney (Australia) : S. Denize, D. Spanjaard, N. Sharma, 2008. (proceedings on CD-rom)

"A Brief Test for Recruiting and Selecting Creative Marketing Personnel ", avec B. Wierenga, J. Rossiter. In : *Marketing Landscapes: A Pause for Thought*, EMAC. Brighton (UK) : University of Brighton, 2008.

"Help that is not Recognized: The Lack of Connection between Subjective Evaluation and Objective Contribution of Marketing Management Support Systems", avec B. Wierenga. In : *Flexible marketing in an unpredictable world (on CD-rom)*, EMAC Conference. Reykjavik (Iceland) : Reykjavik University, 2007.

"The Measurement of Innate Creative Ability", avec B. Wierenga. In : *A synthesis of polymorphous axioms, strategies and tactics (on CD-rom)*, EMAC Conference. Athens (Greece) : Athens University of Economics and Business, 2006.

"Designing Sales Promotion Campaigns with Analogical Reasoning", avec B. Wierenga. In : *Rejuvenating marketing: contamination, innovation, integration (on CD-rom)*, EMAC Conference. Milan (Italy) : Bocconi University, 2005.

"Designing Sales Promotion Campaigns with Case-Based Reasoning: Are more cases better, and should they come from the same problem domain?", avec B. Wierenga. In : *Worldwide marketing? (on CD-rom)*, EMAC Conference. Murcia (Spain) : University of Murcia, 2004.

"The Effectiveness of Case-Based Reasoning for Supporting Sales Promotion Decisions", avec B. Wierenga. In : *Marketing: Responsible and relevant? (on CD-rom)*, EMAC Conference. Glasgow (UK) : University of Strathclyde, 2003.

Articles de presse

"Matching the Creativity Supply Side to Your Marketing Demand". *Ideas for Leaders*, 28 avr. 2018, p. 1-4

"Managing the supply and demand of creativity". *RSM Discovery*, 10 oct. 2017, p. 17-19

"Creativity Software: Is it Effective? And for Whom?". *ESSEC Knowledge Reflets*, 19 avr. 2016, p. 65-67

"Decision Support Systems: Under-rated and Under-used?". *Ideas for Leaders*, 20 juin 2014

"The harmful neglect of decision support systems". *RSM Insights*, 01 oct. 2013, p. 18-19

Enseignement

Enseignement à l'ESSEC

Fundamentals of Marketing Research (ESSEC PhD course) (2007 - present)

Marketing Management (Fundamental Course ESSEC MBA program) (2006 - present)

Marketing Management (Core Track Singapore campus) (2011)

Executive Education (Singapore campus) (2011)

Marketing Research (ESSEC Grande Ecole program) (2011 - present)

Autres activités pédagogiques

Marketing (Master in Management, Antwerpen Management School) (2011 - present)

Markstrat Simulation Game (Master in Management, Antwerpen Management School) (2012-present)

Participant Markstrat Training Program (2013)

Participant International Teachers Program (Kellogg School of Management) (2010)

Course Coordinator and Lecturer, Applied Business Methods (International Business Administration Bachelor Program), RSM Erasmus University, The Netherlands (2006)

Supervisor, Master Theses and Internships, Department of Marketing Management, RSM Erasmus University, The Netherlands (2004-2006)

Course Coordinator and Lecturer, Sales Promotions: Why, How, and its Effects? (Bachelor Thesis Project) RSM Erasmus University, The Netherlands (2005-2006)

Course Coordinator and Lecturer, Knowledge-driven Support Systems in Marketing (Bachelor Thesis Project) RSM Erasmus University, The Netherlands (2002-2004)

Guest Lecturer, Marketing Strategies and Marketing Intelligence in the Era of Information Technology (Marketing Master Elective), Topics: Marketing Knowledge and Analogical/Case-based Reasoning, RSM Erasmus University, The Netherlands (2001-2006)

Guest Lecturer, PhD Course Managerial Decision Making and Decision Support, Topic: Analogical Reasoning as a Decision Support Principle for Weakly-Structured Problems (RSM Erasmus University, The Netherlands (2006)

Autres activités

Prix et distinctions

Nominated for the MOAwards (for the best scientific article in the MOA Yearbook), 2008

Fellow, AMA-Sheth Doctoral Consortium, Texas A&M University, USA, 2004

INFORMS Doctoral Consortium, University of Maryland, USA, 2003

EMAC Doctoral Colloquium, University of Minho, Braga, Portugal, 2002

Unilever Research Award (with T.P. Vroegh) for "The Role of the Country of Origin of Products in Consumer Product Evaluations" (unpublished master thesis, Wageningen University, the Netherlands), 1999

Activités scientifiques

Communications présentées à des conférences

"Persuasive Messaging in the Modern Media Landscape: Character Assassinations in Social Network's Echo Chambers", (avec S. Mukherjee, N. Latifi Kasani,). Association for Consumer Research Conference, ACR, Dallas, TX, USA, 12 oct. 2018

"Consumer Creativity in Product Design: The Effects of Providing a Default Product on Idea Generation", (avec B. Chen,). Making A Difference, Association for Consumer Research (ACR), Chicago, IL, USA, 04 oct. 2013

"Consumer Creativity in Co-Creation: The Interaction between Default Product and Design Goal", (avec B. Chen). ACR 2012, Association for Consumer Research, Vancouver, Canada, 04 oct. 2012 (Poster)

Althuizen, N.A.P., A. De Bruyn, G. Van Bruggen*, & B. Wierenga (2011). "The Perceived Usefulness of Marketing Management Support Systems: Closing the Reality - Perception Gap, presented at the Winter AMA 2011, Austin, Texas, February 2011. (* presenter)

Althuizen, N.A.P., & J.R. Rossiter* (2010). Designing Creative, Effective Ads: A Proposed Test of the Remote Conveyor Model, presented at the AAA European Conference, Milan, Italy, June 2010. (* presenter)

Althuizen, N.A.P., B. Wierenga, G. Van Bruggen, & A. De Bruyn (2010). "Marketing Management Support Systems: When Help is Not Recognized" paper presented at the EMAC 2010 Conference, Copenhagen, Denmark, June 2010.

Althuizen, N.A.P., & J. R Rossiter (2009). "Designing Creative, Effective Ads: A Proposed Test of the Remote Conveyor Model" paper presented at the ANZMAC 2009 Conference, Melbourne, Australia, December 2009.

Althuizen, N.A.P. & B. Wierenga. "On the Deceptive Nature of Perceived Usefulness as a Decision Variable for Marketing Management Support Systeml Adoption and Use" paper presented at the ANZMAC 2008 Conference, Sydney, Australia, December 2008.

Althuizen, N.A.P. B. Wierenga & J.R. Rossiter. "A Brief Test for Recruiting and Selecting Creative Marketing Personnel" paper presented at the 37th EMAC Conference, Brighton, UK, May 2008

Althuizen, N.A.P & B. Wierenga. "Help that is not recognized: The Lack of Connection between the Subjective Evaluations and the Objective Contribution of Marketing Management Support Systems', paper presented at the 3rd GFA Conference on Quantitative Marketing, Cergy-Pontoise, France, Sept 2007

Althuizen, N.A.P. & B. Wierenga. "Analogical Reasoning as a Decision Support Principle for Marketing Design Problems", paper presented at the 29th Marketing Science Conference, Singapore, June 2007

Althuizen, N.A.P. & B. Wierenga. "Help that is not Recognized: The Lack of Connection between Subjective Evaluation and Objective Contribution of Marketing Management Support Systems", paper presented at the 36th EMAC Conference, Reykjavik, Iceland, May 2007

Althuizen, N.A.P. & B. Wierenga. "The Measurement of Innate Creative Ability", paper presented at the 35th EMAC Conference, Athens, Greece, May 2006

Althuizen, N.A.P. & B. Wierenga. "Designing Sales Promotion Campaigns with Analogical Reasoning", paper presented at the 34th EMAC Conference, Milan, Italy, May 2005

Althuizen, N.A.P. & B. Wierenga. "Designing Sales Promotion Campaigns with Case-Based Reasoning: Do Case Base Size and Content Matter", paper presented at the 26th Marketing Science Conference, Rotterdam, The Netherlands, June 2004

Althuizen, N.A.P. & B. Wierenga. "Designing Sales Promotion Campaigns with Case-Based Reasoning: Are more cases better, and should they come from the same problem domain", paper presented at the 33rd EMAC conference, Murcia, Spain, May 2004

Althuizen, N.A.P., and B. Wierenga. "Case-Based Reasoning as a Support Technology for Designing Sales Promotion Campaigns", paper presented at the 25th Marketing Science Conference, Maryland, United States of America, June 2003

Althuizen, N.A.P. & Wierenga, B. "The Effectiveness of Case-Based Reasoning for Supporting Sales Promotion Decisions", paper presented at the 32nd EMAC Conference, Glasgow, Great Britain, May 2003

Althuizen, N.A.P., and B. Wierenga. "Case-Based Reasoning as a Support Technology for Designing Sales Promotion Campaigns", presented at the [VRiSbi](#) Conference "Intelligent Methods in Marketing", Rotterdam, The Netherlands, April 2003

Althuizen, N.A.P., and B. Wierenga; "The Effectiveness of Knowledge-driven Marketing Management Support Systems", paper presented at the 15th EMAC Doctoral Colloquium, Braga, Portugal, May 2002

Affiliations et activités académiques

European Marketing Academy (EMAC)

Marketing Science (INFORMS)

Reviewer EMAC

Reviewer ANZMAC

Conseil

Assessment of Creative Ability of Sales Promotion Personnel, KEGA Group, Sassenheim, The Netherlands (2005)