

**Niek
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**Assistant
Professor,
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Education

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

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

Research Areas

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

Publications

✉ Academic Publications

Books

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

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

Book Chapters

Advances in Marketing Management Support Systems. In: *Handbook of Marketing Decision Models* (with 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* (with 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" (with B. Wierenga). RSM Erasmus University, ERS-2008-006-MKT Feb 08. (Available at SSRN: <http://ssrn.com/abstract=1096786>)

"The Effectiveness of Case-Based Reasoning: An Application in Sales

Promotions" (with B. Wierenga). Erasmus Research Institute of Management (ERIM), ERS-2003-053-MKT Jun 03.

📖 Other Publications

Articles published in Conference Proceedings

"Begging to Differ: The Role of Status and Stylistic Inconsistency on Product Evaluation", With 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", With 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", With 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", With 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 ", With 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", With 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", With 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", With 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?", With 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", With B. Wierenga. In : *Marketing: Responsible and relevant? (on CD-rom)*, EMAC Conference. Glasgow (UK) : University of Strathclyde, 2003

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Teaching

▮ Teaching at ESSEC

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

▮ Other Teaching Activities

Marketing (Master in Management, Antwerpen Management School) (2011)
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), RSM Erasmus University, The Netherlands, Topics: Marketing Knowledge and Analogical/Case-based Reasoning (2001-2006)
Guest Lecture, 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)

Other Activities

▮ Awards and 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

▮ Scientific Activities

Conference Presentations

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 and Academic Responsibilities**

European Marketing Academy (EMAC)

Marketing Science (INFORMS)

Reviewer EMAC

Reviewer ANZMAC

✎ **Consulting and Other Activities**

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