

## Niek Althuisen

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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

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## 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

#### 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, 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, 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 févr. 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 juin 03.

## ▮ Other Publications

### Articles published in Conference Proceedings

"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)

Guest Lecture, ESSEC PhD Course Principles of Marketing, Topic: Distribution (2006)

### ▮ Other Teaching Activities

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)

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## 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. & B. Wierenga. "On the Deceptive Nature of Perceived Usefulness as a Decision Variable for Marketing Management Support System 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)

Reviewer EMAC

#### ▣ **Consulting and Other Activities**

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