Dirk Van den Poel

List of Publications by Year
in descending order

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137 papers	7,366 citations	50170 46 h-index	62479 80 g-index
140 all docs	140 docs citations	140 times ranked	4274 citing authors

#	Article	IF	Citations
1	Handling class imbalance in customer churn prediction. Expert Systems With Applications, 2009, 36, 4626-4636.	4.4	439
2	Evaluating multiple classifiers for stock price direction prediction. Expert Systems With Applications, 2015, 42, 7046-7056.	4.4	351
3	Churn prediction in subscription services: An application of support vector machines while comparing two parameter-selection techniques. Expert Systems With Applications, 2008, 34, 313-327.	4.4	341
4	Customer base analysis: partial defection of behaviourally loyal clients in a non-contractual FMCG retail setting. European Journal of Operational Research, 2005, 164, 252-268.	3.5	306
5	Customer attrition analysis for financial services using proportional hazard models. European Journal of Operational Research, 2004, 157, 196-217.	3.5	276
6	Consumer Acceptance of the Internet as a Channel of Distribution. Journal of Business Research, 1999, 45, 249-256.	5.8	240
7	Predicting customer retention and profitability by using random forests and regression forests techniques. Expert Systems With Applications, 2005, 29, 472-484.	4.4	221
8	Predicting online-purchasing behaviour. European Journal of Operational Research, 2005, 166, 557-575.	3.5	198
9	Bayesian neural network learning for repeat purchase modelling in direct marketing. European Journal of Operational Research, 2002, 138, 191-211.	3.5	172
10	CRM at a pay-TV company: Using analytical models to reduce customer attrition by targeted marketing for subscription services. Expert Systems With Applications, 2007, 32, 277-288.	4.4	161
11	The Role of Marketer-Generated Content in Customer Engagement Marketing. Journal of Marketing, 2019, 83, 21-42.	7.0	156
12	Random Forests for multiclass classification: Random MultiNomial Logit. Expert Systems With Applications, 2008, 34, 1721-1732.	4.4	147
13	Empathy as added value in predicting donation behavior. Journal of Business Research, 2011, 64, 1288-1295.	5.8	139
14	Improving customer complaint management by automatic email classification using linguistic style features as predictors. Decision Support Systems, 2008, 44, 870-882.	3.5	130
15	Bayesian kernel based classification for financial distress detection. European Journal of Operational Research, 2006, 172, 979-1003.	3.5	129
16	Joint optimization of customer segmentation and marketing policy to maximize long-term profitability. Expert Systems With Applications, 2004, 27, 159-168.	4.4	120
17	Integrating the voice of customers through call center emails into a decision support system for churn prediction. Information and Management, 2008, 45, 164-174.	3.6	115
18	Improving customer attrition prediction by integrating emotions from client/company interaction emails and evaluating multiple classifiers. Expert Systems With Applications, 2009, 36, 6127-6134.	4.4	110

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19	Investigating the role of product features in preventing customer churn, by using survival analysis and choice modeling: The case of financial services. Expert Systems With Applications, 2004, 27, 277-285.	4.4	107
20	Bayesian network classifiers for identifying the slope of the customer lifecycle of long-life customers. European Journal of Operational Research, 2004, 156, 508-523.	3.5	106
21	The Kinked Demand Curve and Price Rigidity: Evidence from Scanner Data. SSRN Electronic Journal, 0, , .	0.4	104
22	Identifying New Product Ideas: Waiting for the Wisdom of the Crowd or Screening Ideas in Real Time. Journal of Product Innovation Management, 2017, 34, 580-597.	5.2	103
23	An empirical evaluation of rotation-based ensemble classifiers for customer churn prediction. Expert Systems With Applications, 2011, 38, 12293-12301.	4.4	98
24	Neural network survival analysis for personal loan data. Journal of the Operational Research Society, 2005, 56, 1089-1098.	2.1	88
25	Weak signal identification with semantic web mining. Expert Systems With Applications, 2013, 40, 4978-4985.	4.4	87
26	Improved marketing decision making in a customer churn prediction context using generalized additive models. Expert Systems With Applications, 2010, 37, 2132-2143.	4.4	83
27	Cash demand forecasting in ATMs by clustering and neural networks. European Journal of Operational Research, 2014, 232, 383-392.	3.5	78
28	Customer-adapted coupon targeting using feature selectionâˆ†. Expert Systems With Applications, 2004, 26, 509-518.	4.4	77
29	Benefits of quantile regression for the analysis of customer lifetime value in a contractual setting: An application in financial services. Expert Systems With Applications, 2009, 36, 10475-10484.	4.4	76
30	Direct and indirect effects of retail promotions on sales and profits in the do-it-yourself market. Expert Systems With Applications, 2004, 27, 53-62.	4.4	75
31	Binary quantile regression: a Bayesian approach based on the asymmetric Laplace distribution. Journal of Applied Econometrics, 2012, 27, 1174-1188.	1.3	75
32	Modeling partial customer churn: On the value of first product-category purchase sequences. Expert Systems With Applications, 2012, 39, 11250-11256.	4.4	71
33	Predicting e-commerce company success by mining the text of its publicly-accessible website. Expert Systems With Applications, 2012, 39, 13026-13034.	4.4	61
34	Mining ideas from textual information. Expert Systems With Applications, 2010, 37, 7182-7188.	4.4	60
35	CRM in social media: Predicting increases in Facebook usage frequency. European Journal of Operational Research, 2015, 244, 248-260.	3.5	60
36	The added value of social media data in B2B customer acquisition systems: A real-life experiment. Decision Support Systems, 2017, 104, 26-37.	3.5	60

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37	Ensemble classification based on generalized additive models. Computational Statistics and Data Analysis, 2010, 54, 1535-1546.	0.7	59
38	Investigating purchasing-sequence patterns for financial services using Markov, MTD and MTDg models. European Journal of Operational Research, 2006, 170, 710-734.	3.5	58
39	Predicting customer loyalty using the internal transactional database. Expert Systems With Applications, 2007, 32, 125-134.	4.4	58
40	Customer event history for churn prediction: How long is long enough?. Expert Systems With Applications, 2012, 39, 13517-13522.	4.4	56
41	bayesQR: A Bayesian Approach to Quantile Regression. Journal of Statistical Software, 2017, 76, .	1.8	56
42	Reconciling performance and interpretability in customer churn prediction using ensemble learning based on generalized additive models. Expert Systems With Applications, 2012, 39, 6816-6826.	4.4	54
43	Knowledge discovery in a direct marketing case using least squares support vector machines. International Journal of Intelligent Systems, 2001, 16, 1023-1036.	3.3	53
44	Constrained optimization of data-mining problems to improve model performance: A direct-marketing application. Expert Systems With Applications, 2005, 29, 630-640.	4.4	52
45	A compared R&D-based and patent-based cross impact analysis for identifying relationships between technologies. Technological Forecasting and Social Change, 2010, 77, 1037-1050.	6.2	52
46	Incorporating sequential information into traditional classification models by using an element/position-sensitive SAM. Decision Support Systems, 2006, 42, 508-526.	3.5	51
47	Analyzing existing customersâ€™ websites to improve the customer acquisition process as well as the profitability prediction in B-to-B marketing. Expert Systems With Applications, 2012, 39, 2597-2605.	4.4	51
48	Improving customer retention in financial services using kinship network information. Expert Systems With Applications, 2012, 39, 11435-11442.	4.4	49
49	Model-supported business-to-business prospect prediction based on an iterative customer acquisition framework. Industrial Marketing Management, 2013, 42, 544-551.	3.7	49
50	Evaluation of Stream Processing Frameworks. IEEE Transactions on Parallel and Distributed Systems, 2020, 31, 1845-1858.	4.0	47
51	Predicting home-appliance acquisition sequences: Markov/Markov for Discrimination and survival analysis for modeling sequential information in NPTB models. Decision Support Systems, 2007, 44, 28-45.	3.5	45
52	Separating financial from commercial customer churn: A modeling step towards resolving the conflict between the sales and credit department. Expert Systems With Applications, 2008, 35, 497-514.	4.4	43
53	Integrating expert knowledge and multilingual web crawling data in a lead qualification system. Decision Support Systems, 2016, 82, 69-78.	3.5	43
54	The Kinked Demand Curve and Price Rigidity: Evidence from Scanner Data*. Scandinavian Journal of Economics, 2010, 112, 723-752.	0.7	41

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55	Predicting Website Audience Demographics forWeb Advertising Targeting Using Multi-Website Clickstream Data. Fundamenta Informaticae, 2010, 98, 49-70.	0.3	40
56	The added value of auxiliary data in sentiment analysis of Facebook posts. Decision Support Systems, 2016, 89, 98-112.	3.5	40
57	Predicting Consumer Load Profiles<?Pub _newline ?>Using Commercial and Open Data. IEEE Transactions on Power Systems, 2016, 31, 3693-3701.	4.6	40
58	Predicting customer profitability during acquisition: Finding the optimal combination of data source and data mining technique. Expert Systems With Applications, 2013, 40, 2007-2012.	4.4	38
59	An extended Huff-model for robustly benchmarking and predicting retail network performance. Applied Geography, 2014, 46, 80-89.	1.7	38
60	Random Multiclass Classification: Generalizing Random Forests to Random MNL and Random NB. Lecture Notes in Computer Science, 2007, , 349-358.	1.0	33
61	Why promotion strategies based on market basket analysis do not work. Expert Systems With Applications, 2005, 28, 583-590.	4.4	32
62	Web mining based extraction of problem solution ideas. Expert Systems With Applications, 2013, 40, 3961-3969.	4.4	32
63	Idea mining for web-based weak signal detection. Futures, 2015, 66, 25-34.	1.4	32
64	Perceived risk and rise reduction strategies in mail-order versus retail store buying. International Review of Retail, Distribution and Consumer Research, 1996, 6, 351-371.	1.3	31
65	Evaluating multi-label classifiers and recommender systems in the financial service sector. European Journal of Operational Research, 2019, 279, 620-634.	3.5	31
66	Semantic weak signal tracing. Expert Systems With Applications, 2014, 41, 5009-5016.	4.4	30
67	Incorporating sequential information in bankruptcy prediction with predictors based on Markov for discrimination. Decision Support Systems, 2017, 98, 59-68.	3.5	30
68	The impact of sample bias on consumer credit scoring performance and profitability. Journal of the Operational Research Society, 2005, 56, 981-992.	2.1	26
69	Data augmentation by predicting spending pleasure using commercially available external data. Journal of Intelligent Information Systems, 2011, 36, 367-383.	2.8	25
70	Technology classification with latent semantic indexing. Expert Systems With Applications, 2013, 40, 1786-1795.	4.4	24
71	The added value of Facebook friends data in event attendance prediction. Decision Support Systems, 2016, 82, 26-34.	3.5	24
72	Dynamics between social media engagement, firm-generated content, and live and time-shifted TV viewing. Journal of Service Management, 2018, 29, 378-398.	4.4	24

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73	Modeling complex longitudinal consumer behavior with Dynamic Bayesian networks: an Acquisition Pattern Analysis application. Journal of Intelligent Information Systems, 2011, 36, 283-304.	2.8	23
74	Investigating the post-complaint period by means of survival analysis. Expert Systems With Applications, 2005, 29, 667-677.	4.4	22
75	Improved multilevel security with latent semantic indexing. Expert Systems With Applications, 2012, 39, 13462-13471.	4.4	22
76	Enhanced decision support in credit scoring using Bayesian binary quantile regression. Journal of the Operational Research Society, 2013, 64, 1374-1383.	2.1	21
77	IMPROVING PURCHASING BEHAVIOR PREDICTIONS BY DATA AUGMENTATION WITH SITUATIONAL VARIABLES. International Journal of Information Technology and Decision Making, 2010, 09, 853-872.	2.3	20
78	Predicting partial customer churn using Markov for discrimination for modeling first purchase sequences. Advances in Data Analysis and Classification, 2012, 6, 337-353.	0.9	20
79	Kernel Factory: An ensemble of kernel machines. Expert Systems With Applications, 2013, 40, 2904-2913.	4.4	20
80	Protecting research and technology from espionage. Expert Systems With Applications, 2013, 40, 3432-3440.	4.4	20
81	Wrapped input selection using multilayer perceptrons for repeat-purchase modeling in direct marketing. Intelligent Systems in Accounting, Finance and Management, 2001, 10, 115-126.	2.8	19
82	Improving Campaign Success Rate by Tailoring Donation Requests along the Donor Lifecycle. Journal of Interactive Marketing, 2011, 25, 51-63.	4.3	18
83	Social media optimization: Identifying an optimal strategy for increasing network size on Facebook. Omega, 2016, 59, 15-25.	3.6	17
84	Predicting the milk yield curve of dairy cows in the subsequent lactation period using deep learning. Computers and Electronics in Agriculture, 2021, 180, 105904.	3.7	17
85	Extraction of Ideas from Microsystems Technology. Advances in Intelligent and Soft Computing, 2012, , 563-568.	0.2	15
86	Mining Social Behavior Ideas of Przewalski Horses. Lecture Notes in Electrical Engineering, 2011, , 649-656.	0.3	14
87	Quantitative cross impact analysis with latent semantic indexing. Expert Systems With Applications, 2014, 41, 406-411.	4.4	14
88	Companies website optimising concerning consumer's searching for new products. , 2011, , .		13
89	The Status of Energy Price Modelling and its Relevance to Marketing in Emerging Economies. Energy Procedia, 2015, 79, 500-505.	1.8	13
90	Box office sales and social media: A cross-platform comparison of predictive ability and mechanisms. Decision Support Systems, 2021, 147, 113517.	3.5	13

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91	Extracting Consumers Needs for New Products - A Web Mining Approach. , 2010, , .		12
92	Identification of interdisciplinary ideas. Information Processing and Management, 2016, 52, 1074-1085.	5.4	12
93	Predicting donation behavior: Acquisition modeling in the nonprofit sector using Facebook data. Decision Support Systems, 2021, 141, 113446.	3.5	12
94	Influencing Factors in the Scalability of Distributed Stream Processing Jobs. IEEE Access, 2021, 9, 109413-109431.	2.6	12
95	A Performance Analysis of Fault Recovery in Stream Processing Frameworks. IEEE Access, 2021, 9, 93745-93763.	2.6	12
96	Mining Innovative Ideas to Support New Product Research and Development. Studies in Classification, Data Analysis, and Knowledge Organization, 2010, , 587-594.	0.1	11
97	Including spatial interdependence in customer acquisition models: A cross-category comparison. Expert Systems With Applications, 2012, 39, 12105-12113.	4.4	11
98	Deep habits in consumption: a spatial panel analysis using scanner data. Empirical Economics, 2014, 47, 959-976.	1.5	11
99	Evaluating the importance of different communication types in romantic tie prediction on social media. Annals of Operations Research, 2018, 263, 501-527.	2.6	11
100	B2Boost: instance-dependent profit-driven modelling of B2B churn. Annals of Operations Research, 0, , 1.	2.6	11
101	Rough Sets for Database Marketing. Studies in Fuzziness and Soft Computing, 1998, , 324-335.	0.6	10
102	Banking behaviour after the lifecycle event of â€œmoving in togetherâ€: An exploratory study of the role of marketing investments. European Journal of Operational Research, 2007, 183, 345-369.	3.5	10
103	High granular multi-level-security model for improved usability. , 2011, , .		10
104	Assessing the principles of spatial competition between stores within a retail network. Applied Geography, 2015, 62, 125-135.	1.7	10
105	Semantic technology classification â€" A defence and security case study. , 2011, , .		9
106	The role of seed money and threshold size in optimizing fundraising campaigns: Past behavior matters!. Expert Systems With Applications, 2012, 39, 13075-13084.	4.4	9
107	Semantic compared cross impact analysis. Expert Systems With Applications, 2014, 41, 3477-3483.	4.4	9
108	Leveraging latent representations for milk yield prediction and interpolation using deep learning. Computers and Electronics in Agriculture, 2020, 175, 105600.	3.7	9

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109	Adding interpretability to predictive maintenance by machine learning on sensor data. Computers and Chemical Engineering, 2021, 152, 107381.	2.0	9
110	Purchase Prediction in Database Marketing with the ProbRough System. Lecture Notes in Computer Science, 1998, , 593-600.	1.0	9
111	Using NMF for Analyzing War Logs. Communications in Computer and Information Science, 2012, , 73-76.	0.4	9
112	Database marketing modelling for financial services using hazard rate models. International Review of Retail, Distribution and Consumer Research, 1998, 8, 243-257.	1.3	8
113	Machine learning refinery sensor data to predict catalyst saturation levels. Computers and Chemical Engineering, 2020, 134, 106722.	2.0	8
114	Evaluating the influence of Airbnb listingsâ€™ descriptions on demand. International Journal of Hospitality Management, 2021, 99, 103071.	5.3	8
115	Improved Emergency Management by a Loosely Coupled Logistic System. Communications in Computer and Information Science, 2012, , 5-8.	0.4	8
116	Identifying Soccer Players on Facebook Through Predictive Analytics. Decision Analysis, 2017, 14, 274-297.	1.2	7
117	Leveraging sequential information from multivariate behavioral sensor data to predict the moment of calving in dairy cattle using deep learning. Computers and Electronics in Agriculture, 2021, 191, 106566.	3.7	7
118	Improving customer acquisition models by incorporating spatial autocorrelation at different levels of granularity. Journal of Intelligent Information Systems, 2013, 41, 73-90.	2.8	5
119	Does the Use of Solar and Wind Energy Increase Retail Prices in Europe? Evidence from EU-27. Energy Procedia, 2015, 79, 506-512.	1.8	5
120	Equity price direction prediction for day trading: Ensemble classification using technical analysis indicators with interaction effects. , 2016, , .		5
121	Predicting Selfâ€declared Movie Watching Behavior Using Facebook Data and Informationâ€Fusion Sensitivity Analysis. Decision Sciences, 2021, 52, 776-810.	3.2	5
122	Improving Customer Churn Prediction by Data Augmentation Using Pictorial Stimulus-Choice Data. Advances in Intelligent Systems and Computing, 2012, , 217-226.	0.5	4
123	Outlierâ€Robust Bayesian Multinomial Choice Modeling. Journal of Applied Econometrics, 2016, 31, 1445-1466.	1.3	4
124	Latency Measurement of Fine-Grained Operations in Benchmarking Distributed Stream Processing Frameworks. , 2018, , .		4
125	Ensembles of Probability Estimation Trees for Customer Churn Prediction. Lecture Notes in Computer Science, 2010, , 57-66.	1.0	4
126	Analyzing Website Content for Improved R&T Collaboration Planning. Advances in Intelligent Systems and Computing, 2013, , 567-573.	0.5	4

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127	Temporary Staffing Services: A Data Mining Perspective. , 2012, , .		3
128	Root Cause Analysis of Compressor Failure by Machine Learning. , 2019, , .		3
129	Using Webcrawling of Publicly Available Websites to Assess E-commerce Relationships. , 2012, , .		2
130	Exploiting Randomness for Feature Selection in Multinomial Logit: A CRM Cross-Sell Application. Lecture Notes in Computer Science, 2006, , 310-323.	1.0	2
131	Dynamic Bayesian Networks for Acquisition Pattern Analysis: A Financial-Services Cross-Sell Application. Lecture Notes in Computer Science, 2009, , 123-133.	1.0	2
132	Extracting Information from Sequences of Financial Ratios with Markov for Discrimination: An Application to Bankruptcy Prediction. , 2012, , .		1
133	The Dangers of Using Intention as a Surrogate for Retention in Brand Positioning Decision Support Systems. Studies in Classification, Data Analysis, and Knowledge Organization, 2014, , 181-188.	0.1	1
134	RFM Variables Revisited Using Quantile Regression. , 2011, , .		0
135	Using Eye-Tracking Data of Advertisement Viewing Behavior to Predict Customer Churn. , 2013, , .		0
136	Incorporating Neighborhood Effects in Customer Relationship Management Models. Lecture Notes in Computer Science, 2011, , 90-95.	1.0	0
137	Using Text Summarizing to Support Planning of Research and Development. Advances in Intelligent Systems and Computing, 2014, , 23-29.	0.5	0