

Dirk Van den Poel

List of Publications by Citations

Source: <https://exaly.com/author-pdf/6547619/dirk-van-den-poel-publications-by-citations.pdf>

Version: 2024-04-26

This document has been generated based on the publications and citations recorded by exaly.com. For the latest version of this publication list, visit the link given above.

The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

136
papers

5,332
citations

42
h-index

69
g-index

140
ext. papers

6,392
ext. citations

4.9
avg, IF

6.23
L-index

#	Paper	IF	Citations
136	Handling class imbalance in customer churn prediction. <i>Expert Systems With Applications</i> , 2009 , 36, 4626-4636	7.8	280
135	Churn prediction in subscription services: An application of support vector machines while comparing two parameter-selection techniques. <i>Expert Systems With Applications</i> , 2008 , 34, 313-327	7.8	254
134	Customer base analysis: partial defection of behaviourally loyal clients in a non-contractual FMCG retail setting. <i>European Journal of Operational Research</i> , 2005 , 164, 252-268	5.6	239
133	Customer attrition analysis for financial services using proportional hazard models. <i>European Journal of Operational Research</i> , 2004 , 157, 196-217	5.6	225
132	Evaluating multiple classifiers for stock price direction prediction. <i>Expert Systems With Applications</i> , 2015 , 42, 7046-7056	7.8	205
131	Consumer Acceptance of the Internet as a Channel of Distribution. <i>Journal of Business Research</i> , 1999 , 45, 249-256	8.7	204
130	Predicting customer retention and profitability by using random forests and regression forests techniques. <i>Expert Systems With Applications</i> , 2005 , 29, 472-484	7.8	176
129	Predicting online-purchasing behaviour. <i>European Journal of Operational Research</i> , 2005 , 166, 557-575	5.6	160
128	Bayesian neural network learning for repeat purchase modelling in direct marketing. <i>European Journal of Operational Research</i> , 2002 , 138, 191-211	5.6	147
127	CRM at a pay-TV company: Using analytical models to reduce customer attrition by targeted marketing for subscription services. <i>Expert Systems With Applications</i> , 2007 , 32, 277-288	7.8	119
126	Random Forests for multiclass classification: Random MultiNomial Logit. <i>Expert Systems With Applications</i> , 2008 , 34, 1721-1732	7.8	115
125	Empathy as added value in predicting donation behavior. <i>Journal of Business Research</i> , 2011 , 64, 1288-1295	7.8	97
124	Joint optimization of customer segmentation and marketing policy to maximize long-term profitability. <i>Expert Systems With Applications</i> , 2004 , 27, 159-168	7.8	96
123	Bayesian kernel based classification for financial distress detection. <i>European Journal of Operational Research</i> , 2006 , 172, 979-1003	5.6	94
122	The Kinked Demand Curve and Price Rigidity: Evidence from Scanner Data. <i>SSRN Electronic Journal</i> ,	1	93
121	Integrating the voice of customers through call center emails into a decision support system for churn prediction. <i>Information and Management</i> , 2008 , 45, 164-174	6.6	88
120	Investigating the role of product features in preventing customer churn, by using survival analysis and choice modeling: The case of financial services. <i>Expert Systems With Applications</i> , 2004 , 27, 277-285	7.8	88

119	Improving customer complaint management by automatic email classification using linguistic style features as predictors. <i>Decision Support Systems</i> , 2008 , 44, 870-882	5.6	86
118	Bayesian network classifiers for identifying the slope of the customer lifecycle of long-life customers. <i>European Journal of Operational Research</i> , 2004 , 156, 508-523	5.6	83
117	Improving customer attrition prediction by integrating emotions from client/company interaction emails and evaluating multiple classifiers. <i>Expert Systems With Applications</i> , 2009 , 36, 6127-6134	7.8	80
116	An empirical evaluation of rotation-based ensemble classifiers for customer churn prediction. <i>Expert Systems With Applications</i> , 2011 , 38, 12293-12301	7.8	68
115	Neural network survival analysis for personal loan data. <i>Journal of the Operational Research Society</i> , 2005 , 56, 1089-1098	2	67
114	The Role of Marketer-Generated Content in Customer Engagement Marketing. <i>Journal of Marketing</i> , 2019 , 83, 21-42	11	66
113	Benefits of quantile regression for the analysis of customer lifetime value in a contractual setting: An application in financial services. <i>Expert Systems With Applications</i> , 2009 , 36, 10475-10484	7.8	64
112	Identifying New Product Ideas: Waiting for the Wisdom of the Crowd or Screening Ideas in Real Time. <i>Journal of Product Innovation Management</i> , 2017 , 34, 580-597	7.1	63
111	Cash demand forecasting in ATMs by clustering and neural networks. <i>European Journal of Operational Research</i> , 2014 , 232, 383-392	5.6	53
110	Investigating purchasing-sequence patterns for financial services using Markov, MTD and MTDg models. <i>European Journal of Operational Research</i> , 2006 , 170, 710-734	5.6	52
109	Improved marketing decision making in a customer churn prediction context using generalized additive models. <i>Expert Systems With Applications</i> , 2010 , 37, 2132-2143	7.8	51
108	Predicting e-commerce company success by mining the text of its publicly-accessible website. <i>Expert Systems With Applications</i> , 2012 , 39, 13026-13034	7.8	50
107	Modeling partial customer churn: On the value of first product-category purchase sequences. <i>Expert Systems With Applications</i> , 2012 , 39, 11250-11256	7.8	49
106	CRM in social media: Predicting increases in Facebook usage frequency. <i>European Journal of Operational Research</i> , 2015 , 244, 248-260	5.6	49
105	Mining ideas from textual information. <i>Expert Systems With Applications</i> , 2010 , 37, 7182-7188	7.8	48
104	A compared R&D-based and patent-based cross impact analysis for identifying relationships between technologies. <i>Technological Forecasting and Social Change</i> , 2010 , 77, 1037-1050	9.5	48
103	Constrained optimization of data-mining problems to improve model performance: A direct-marketing application. <i>Expert Systems With Applications</i> , 2005 , 29, 630-640	7.8	47
102	Binary quantile regression: a Bayesian approach based on the asymmetric Laplace distribution. <i>Journal of Applied Econometrics</i> , 2012 , 27, 1174-1188	2.2	45

101	Weak signal identification with semantic web mining. <i>Expert Systems With Applications</i> , 2013 , 40, 4978-4985	7.8	45
100	Customer-adapted coupon targeting using feature selection?. <i>Expert Systems With Applications</i> , 2004 , 26, 509-518	7.8	45
99	Analyzing existing customers' websites to improve the customer acquisition process as well as the profitability prediction in B-to-B marketing. <i>Expert Systems With Applications</i> , 2012 , 39, 2597-2605	7.8	44
98	Predicting customer loyalty using the internal transactional database. <i>Expert Systems With Applications</i> , 2007 , 32, 125-134	7.8	43
97	Ensemble classification based on generalized additive models. <i>Computational Statistics and Data Analysis</i> , 2010 , 54, 1535-1546	1.6	42
96	Incorporating sequential information into traditional classification models by using an element/position-sensitive SAM. <i>Decision Support Systems</i> , 2006 , 42, 508-526	5.6	42
95	Knowledge discovery in a direct marketing case using least squares support vector machines. <i>International Journal of Intelligent Systems</i> , 2001 , 16, 1023-1036	8.4	42
94	Model-supported business-to-business prospect prediction based on an iterative customer acquisition framework. <i>Industrial Marketing Management</i> , 2013 , 42, 544-551	6.9	40
93	Customer event history for churn prediction: How long is long enough?. <i>Expert Systems With Applications</i> , 2012 , 39, 13517-13522	7.8	40
92	Improving customer retention in financial services using kinship network information. <i>Expert Systems With Applications</i> , 2012 , 39, 11435-11442	7.8	39
91	Direct and indirect effects of retail promotions on sales and profits in the do-it-yourself market. <i>Expert Systems With Applications</i> , 2004 , 27, 53-62	7.8	39
90	The added value of social media data in B2B customer acquisition systems: A real-life experiment. <i>Decision Support Systems</i> , 2017 , 104, 26-37	5.6	37
89	Predicting home-appliance acquisition sequences: Markov/Markov for Discrimination and survival analysis for modeling sequential information in NPTB models. <i>Decision Support Systems</i> , 2007 , 44, 28-45	5.6	37
88	Integrating expert knowledge and multilingual web crawling data in a lead qualification system. <i>Decision Support Systems</i> , 2016 , 82, 69-78	5.6	34
87	Reconciling performance and interpretability in customer churn prediction using ensemble learning based on generalized additive models. <i>Expert Systems With Applications</i> , 2012 , 39, 6816-6826	7.8	34
86	Separating financial from commercial customer churn: A modeling step towards resolving the conflict between the sales and credit department. <i>Expert Systems With Applications</i> , 2008 , 35, 497-514	7.8	34
85	bayesQR: A Bayesian Approach to Quantile Regression. <i>Journal of Statistical Software</i> , 2017 , 76,	7.3	33
84	Predicting Consumer Load Profiles Using Commercial and Open Data. <i>IEEE Transactions on Power Systems</i> , 2016 , 31, 3693-3701	7	32

83	Predicting customer profitability during acquisition: Finding the optimal combination of data source and data mining technique. <i>Expert Systems With Applications</i> , 2013 , 40, 2007-2012	7.8	31
82	Predicting Website Audience Demographics for Web Advertising Targeting Using Multi-Website Clickstream Data. <i>Fundamenta Informaticae</i> , 2010 , 98, 49-70	1	31
81	An extended Huff-model for robustly benchmarking and predicting retail network performance. <i>Applied Geography</i> , 2014 , 46, 80-89	4.4	30
80	The added value of auxiliary data in sentiment analysis of Facebook posts. <i>Decision Support Systems</i> , 2016 , 89, 98-112	5.6	30
79	Web mining based extraction of problem solution ideas. <i>Expert Systems With Applications</i> , 2013 , 40, 3961-3969	7.8	26
78	Incorporating sequential information in bankruptcy prediction with predictors based on Markov for discrimination. <i>Decision Support Systems</i> , 2017 , 98, 59-68	5.6	22
77	Why promotion strategies based on market basket analysis do not work. <i>Expert Systems With Applications</i> , 2005 , 28, 583-590	7.8	22
76	Perceived risk and risk reduction strategies in mail-order versus retail store buying. <i>International Review of Retail, Distribution and Consumer Research</i> , 1996 , 6, 351-371	1.7	22
75	Semantic weak signal tracing. <i>Expert Systems With Applications</i> , 2014 , 41, 5009-5016	7.8	21
74	Data augmentation by predicting spending pleasure using commercially available external data. <i>Journal of Intelligent Information Systems</i> , 2011 , 36, 367-383	2.1	21
73	The impact of sample bias on consumer credit scoring performance and profitability. <i>Journal of the Operational Research Society</i> , 2005 , 56, 981-992	2	21
72	Evaluation of Stream Processing Frameworks. <i>IEEE Transactions on Parallel and Distributed Systems</i> , 2020 , 31, 1845-1858	3.7	20
71	The added value of Facebook friends data in event attendance prediction. <i>Decision Support Systems</i> , 2016 , 82, 26-34	5.6	20
70	Technology classification with latent semantic indexing. <i>Expert Systems With Applications</i> , 2013 , 40, 1786-1795	7.8	20
69	Improved multilevel security with latent semantic indexing. <i>Expert Systems With Applications</i> , 2012 , 39, 13462-13471	7.8	20
68	Random Multiclass Classification: Generalizing Random Forests to Random MNL and Random NB. <i>Lecture Notes in Computer Science</i> , 2007 , 349-358	0.9	20
67	Idea mining for web-based weak signal detection. <i>Futures</i> , 2015 , 66, 25-34	3.6	19
66	Enhanced decision support in credit scoring using Bayesian binary quantile regression. <i>Journal of the Operational Research Society</i> , 2013 , 64, 1374-1383	2	19

65	The Kinked Demand Curve and Price Rigidity: Evidence from Scanner Data*. <i>Scandinavian Journal of Economics</i> , 2010 , 112, 723-752	1	19
64	Kernel Factory: An ensemble of kernel machines. <i>Expert Systems With Applications</i> , 2013 , 40, 2904-2913	7.8	18
63	Evaluating multi-label classifiers and recommender systems in the financial service sector. <i>European Journal of Operational Research</i> , 2019 , 279, 620-634	5.6	16
62	Protecting research and technology from espionage. <i>Expert Systems With Applications</i> , 2013 , 40, 3432-3440	7.8	16
61	Wrapped input selection using multilayer perceptrons for repeat-purchase modeling in direct marketing. <i>Intelligent Systems in Accounting, Finance and Management</i> , 2001 , 10, 115-126	2.5	16
60	Dynamics between social media engagement, firm-generated content, and live and time-shifted TV viewing. <i>Journal of Service Management</i> , 2018 , 29, 378-398	7.4	15
59	Extraction of Ideas from Microsystems Technology. <i>Advances in Intelligent and Soft Computing</i> , 2012 , 563-568		15
58	Modeling complex longitudinal consumer behavior with Dynamic Bayesian networks: an Acquisition Pattern Analysis application. <i>Journal of Intelligent Information Systems</i> , 2011 , 36, 283-304	2.1	15
57	IMPROVING PURCHASING BEHAVIOR PREDICTIONS BY DATA AUGMENTATION WITH SITUATIONAL VARIABLES. <i>International Journal of Information Technology and Decision Making</i> , 2010 , 09, 853-872	2.8	15
56	Mining Social Behavior Ideas of Przewalski Horses. <i>Lecture Notes in Electrical Engineering</i> , 2011 , 649-656	0.2	14
55	Investigating the post-complaint period by means of survival analysis. <i>Expert Systems With Applications</i> , 2005 , 29, 667-677	7.8	13
54	Quantitative cross impact analysis with latent semantic indexing. <i>Expert Systems With Applications</i> , 2014 , 41, 406-411	7.8	12
53	Social media optimization: Identifying an optimal strategy for increasing network size on Facebook. <i>Omega</i> , 2016 , 59, 15-25	7.2	11
52	The Status of Energy Price Modelling and its Relevance to Marketing in Emerging Economies. <i>Energy Procedia</i> , 2015 , 79, 500-505	2.3	11
51	Mining Innovative Ideas to Support New Product Research and Development. <i>Studies in Classification, Data Analysis, and Knowledge Organization</i> , 2010 , 587-594	0.2	11
50	Companies website optimising concerning consumer's searching for new products 2011 ,		11
49	Including spatial interdependence in customer acquisition models: A cross-category comparison. <i>Expert Systems With Applications</i> , 2012 , 39, 12105-12113	7.8	10
48	Predicting partial customer churn using Markov for discrimination for modeling first purchase sequences. <i>Advances in Data Analysis and Classification</i> , 2012 , 6, 337-353	1.8	10

47	Improving Campaign Success Rate by Tailoring Donation Requests along the Donor Lifecycle. <i>Journal of Interactive Marketing</i> , 2011 , 25, 51-63	9.8	10
46	High granular multi-level-security model for improved usability 2011 ,		10
45	Granular Deleting in Multi Level Security Models [An Electronic Engineering Approach. <i>Lecture Notes in Electrical Engineering</i> , 2012 , 609-614	0.2	10
44	Evaluating the importance of different communication types in romantic tie prediction on social media. <i>Annals of Operations Research</i> , 2018 , 263, 501-527	3.2	9
43	Identification of interdisciplinary ideas. <i>Information Processing and Management</i> , 2016 , 52, 1074-1085	6.3	9
42	Semantic technology classification [A defence and security case study 2011 ,		9
41	Extracting Consumers Needs for New Products - A Web Mining Approach 2010 ,		9
40	Banking behaviour after the lifecycle event of moving in together [An exploratory study of the role of marketing investments. <i>European Journal of Operational Research</i> , 2007 , 183, 345-369	5.6	9
39	Usability Based Modeling for Advanced IT-Security [An Electronic Engineering Approach. <i>Lecture Notes in Electrical Engineering</i> , 2012 , 615-619	0.2	9
38	Using NMF for Analyzing War Logs. <i>Communications in Computer and Information Science</i> , 2012 , 73-76	0.3	9
37	Deep habits in consumption: a spatial panel analysis using scanner data. <i>Empirical Economics</i> , 2014 , 47, 959-976	1.2	8
36	The role of seed money and threshold size in optimizing fundraising campaigns: Past behavior matters!. <i>Expert Systems With Applications</i> , 2012 , 39, 13075-13084	7.8	8
35	Rough Sets for Database Marketing. <i>Studies in Fuzziness and Soft Computing</i> , 1998 , 324-335	0.7	8
34	Improved Emergency Management by a Loosely Coupled Logistic System. <i>Communications in Computer and Information Science</i> , 2012 , 5-8	0.3	8
33	Semantic compared cross impact analysis. <i>Expert Systems With Applications</i> , 2014 , 41, 3477-3483	7.8	7
32	Database marketing modelling for financial services using hazard rate models. <i>International Review of Retail, Distribution and Consumer Research</i> , 1998 , 8, 243-257	1.7	7
31	Assessing the principles of spatial competition between stores within a retail network. <i>Applied Geography</i> , 2015 , 62, 125-135	4.4	6
30	Identifying Soccer Players on Facebook Through Predictive Analytics. <i>Decision Analysis</i> , 2017 , 14, 274-297	1.2	6

29	Predicting donation behavior: Acquisition modeling in the nonprofit sector using Facebook data. <i>Decision Support Systems</i> , 2021 , 141, 113446	5.6	6
28	Purchase Prediction in Database Marketing with the ProbRough System. <i>Lecture Notes in Computer Science</i> , 1998 , 593-600	0.9	6
27	Ensembles of Probability Estimation Trees for Customer Churn Prediction. <i>Lecture Notes in Computer Science</i> , 2010 , 57-66	0.9	4
26	Predicting the milk yield curve of dairy cows in the subsequent lactation period using deep learning. <i>Computers and Electronics in Agriculture</i> , 2021 , 180, 105904	6.5	4
25	Latency Measurement of Fine-Grained Operations in Benchmarking Distributed Stream Processing Frameworks 2018 ,		4
24	Box office sales and social media: A cross-platform comparison of predictive ability and mechanisms. <i>Decision Support Systems</i> , 2021 , 147, 113517	5.6	4
23	Leveraging latent representations for milk yield prediction and interpolation using deep learning. <i>Computers and Electronics in Agriculture</i> , 2020 , 175, 105600	6.5	3
22	Machine learning refinery sensor data to predict catalyst saturation levels. <i>Computers and Chemical Engineering</i> , 2020 , 134, 106722	4	3
21	Improving customer acquisition models by incorporating spatial autocorrelation at different levels of granularity. <i>Journal of Intelligent Information Systems</i> , 2013 , 41, 73-90	2.1	3
20	Does the Use of Solar and Wind Energy Increase Retail Prices in Europe? Evidence from EU-27. <i>Energy Procedia</i> , 2015 , 79, 506-512	2.3	3
19	Temporary Staffing Services: A Data Mining Perspective 2012 ,		3
18	Improving Customer Churn Prediction by Data Augmentation Using Pictorial Stimulus-Choice Data. <i>Advances in Intelligent Systems and Computing</i> , 2012 , 217-226	0.4	3
17	Analyzing Website Content for Improved R&T Collaboration Planning. <i>Advances in Intelligent Systems and Computing</i> , 2013 , 567-573	0.4	3
16	Influencing Factors in the Scalability of Distributed Stream Processing Jobs. <i>IEEE Access</i> , 2021 , 9, 109413-109431	3.5	3
15	B2Boost: instance-dependent profit-driven modelling of B2B churn. <i>Annals of Operations Research</i> , 2011 , 187, 1-14	3.2	3
14	Outlier-Robust Bayesian Multinomial Choice Modeling. <i>Journal of Applied Econometrics</i> , 2016 , 31, 1445-1466	1.66	2
13	Using Webcrawling of Publicly Available Websites to Assess E-commerce Relationships 2012 ,		2
12	Extracting Information from Sequences of Financial Ratios with Markov for Discrimination: An Application to Bankruptcy Prediction 2012 ,		1

11	The Dangers of Using Intention as a Surrogate for Retention in Brand Positioning Decision Support Systems. <i>Studies in Classification, Data Analysis, and Knowledge Organization</i> , 2014 , 181-188	0.2	1
10	Equity price direction prediction for day trading: Ensemble classification using technical analysis indicators with interaction effects 2016 ,		1
9	Predicting Self-declared Movie Watching Behavior Using Facebook Data and Information-Fusion Sensitivity Analysis. <i>Decision Sciences</i> , 2021 , 52, 776-810	3.7	1
8	A Performance Analysis of Fault Recovery in Stream Processing Frameworks. <i>IEEE Access</i> , 2021 , 9, 93745-93763	3.5	1
7	Adding interpretability to predictive maintenance by machine learning on sensor data. <i>Computers and Chemical Engineering</i> , 2021 , 152, 107381	4	1
6	Exploiting Randomness for Feature Selection in Multinomial Logit: A CRM Cross-Sell Application. <i>Lecture Notes in Computer Science</i> , 2006 , 310-323	0.9	1
5	Leveraging sequential information from multivariate behavioral sensor data to predict the moment of calving in dairy cattle using deep learning. <i>Computers and Electronics in Agriculture</i> , 2021 , 191, 106566	6.5	0
4	Dynamic Bayesian Networks for Acquisition Pattern Analysis: A Financial-Services Cross-Sell Application. <i>Lecture Notes in Computer Science</i> , 2009 , 123-133	0.9	0
3	Evaluating the influence of Airbnb listings descriptions on demand. <i>International Journal of Hospitality Management</i> , 2021 , 99, 103071	8.3	0
2	Incorporating Neighborhood Effects in Customer Relationship Management Models. <i>Lecture Notes in Computer Science</i> , 2011 , 90-95	0.9	
1	Using Text Summarizing to Support Planning of Research and Development. <i>Advances in Intelligent Systems and Computing</i> , 2014 , 23-29	0.4	