

Kristof Coussement

List of Publications by Year in descending order

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Version: 2024-02-01

39
papers

2,255
citations

331538

21
h-index

315616

38
g-index

40
all docs

40
docs citations

40
times ranked

1534
citing authors

#	ARTICLE	IF	CITATIONS
1	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.	4.4	341
2	A new hybrid classification algorithm for customer churn prediction based on logistic regression and decision trees. <i>European Journal of Operational Research</i> , 2018, 269, 760-772.	3.5	319
3	Improving customer complaint management by automatic email classification using linguistic style features as predictors. <i>Decision Support Systems</i> , 2008, 44, 870-882.	3.5	130
4	A comparative analysis of data preparation algorithms for customer churn prediction: A case study in the telecommunication industry. <i>Decision Support Systems</i> , 2017, 95, 27-36.	3.5	130
5	Customer churn prediction in the online gambling industry: The beneficial effect of ensemble learning. <i>Journal of Business Research</i> , 2013, 66, 1629-1636.	5.8	116
6	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.	3.6	115
7	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.	4.4	110
8	Identifying influencers on social media. <i>International Journal of Information Management</i> , 2021, 56, 102246.	10.5	94
9	Improved marketing decision making in a customer churn prediction context using generalized additive models. <i>Expert Systems With Applications</i> , 2010, 37, 2132-2143.	4.4	83
10	Incorporating textual information in customer churn prediction models based on a convolutional neural network. <i>International Journal of Forecasting</i> , 2020, 36, 1563-1578.	3.9	79
11	Data accuracy's impact on segmentation performance: Benchmarking RFM analysis, logistic regression, and decision trees. <i>Journal of Business Research</i> , 2014, 67, 2751-2758.	5.8	63
12	Ensemble classification based on generalized additive models. <i>Computational Statistics and Data Analysis</i> , 2010, 54, 1535-1546.	0.7	59
13	Predicting student dropout in subscription-based online learning environments: The beneficial impact of the logit leaf model. <i>Decision Support Systems</i> , 2020, 135, 113325.	3.5	56
14	A framework for configuring collaborative filtering-based recommendations derived from purchase data. <i>European Journal of Operational Research</i> , 2018, 265, 208-218.	3.5	51
15	Acceptance of text-mining systems: The signaling role of information quality. <i>Information and Management</i> , 2020, 57, 103120.	3.6	48
16	Targeting customers for profit: An ensemble learning framework to support marketing decision-making. <i>Information Sciences</i> , 2021, 557, 286-301.	4.0	40
17	Cost-sensitive business failure prediction when misclassification costs are uncertain: A heterogeneous ensemble selection approach. <i>European Journal of Operational Research</i> , 2020, 285, 612-630.	3.5	36
18	Approaches for credit scorecard calibration: An empirical analysis. <i>Knowledge-Based Systems</i> , 2017, 134, 213-227.	4.0	35

#	ARTICLE	IF	CITATIONS
19	A Bayesian approach for incorporating expert opinions into decision support systems: A case study of online consumer-satisfaction detection. <i>Decision Support Systems</i> , 2015, 79, 24-32.	3.5	33
20	A survey and benchmarking study of multitreatment uplift modeling. <i>Data Mining and Knowledge Discovery</i> , 2020, 34, 273-308.	2.4	29
21	Misreading of consumer dissatisfaction in online product reviews: Writing style as a cause for bias. <i>International Journal of Information Management</i> , 2018, 38, 301-310.	10.5	28
22	Improving customer retention management through cost-sensitive learning. <i>European Journal of Marketing</i> , 2014, 48, 477-495.	1.7	22
23	Inferior Member Participation Identification in Innovation Communities: The Signaling Role of Linguistic Style Use. <i>Journal of Product Innovation Management</i> , 2017, 34, 565-579.	5.2	21
24	Taking leaps of faith: Evaluation criteria and resource commitments for early-stage inventions. <i>Research Policy</i> , 2019, 48, 1429-1444.	3.3	21
25	What makes people share political content on social media? The role of emotion, authority and ideology. <i>Computers in Human Behavior</i> , 2022, 129, 107150.	5.1	21
26	Uplift modeling and its implications for B2B customer churn prediction: A segmentation-based modeling approach. <i>Industrial Marketing Management</i> , 2021, 99, 28-39.	3.7	20
27	Multi-label classification of member participation in online innovation communities. <i>European Journal of Operational Research</i> , 2018, 270, 761-774.	3.5	19
28	Gaze and Event Tracking for Evaluation of Recommendation-Driven Purchase. <i>Sensors</i> , 2021, 21, 1381.	2.1	18
29	Improving direct mail targeting through customer response modeling. <i>Expert Systems With Applications</i> , 2015, 42, 8403-8412.	4.4	17
30	Leveraging fine-grained transaction data for customer life event predictions. <i>Decision Support Systems</i> , 2020, 130, 113232.	3.5	17
31	Extending business failure prediction models with textual website content using deep learning. <i>European Journal of Operational Research</i> , 2023, 306, 348-357.	3.5	15
32	A probability-mapping algorithm for calibrating the posterior probabilities: A direct marketing application. <i>European Journal of Operational Research</i> , 2011, 214, 732-738.	3.5	14
33	Leadership in innovation communities: The impact of transformational leadership language on member participation. <i>Journal of Product Innovation Management</i> , 2022, 39, 371-393.	5.2	12
34	Targeting Customers for Profit: An Ensemble Learning Framework to Support Marketing Decision Making. <i>SSRN Electronic Journal</i> , 2018, , .	0.4	6
35	Reducing inferior member community participation using uplift modeling: Evidence from a field experiment. <i>Decision Support Systems</i> , 2019, 123, 113077.	3.5	6
36	A decision-analytic framework for interpretable recommendation systems with multiple input data sources: a case study for a European e-tailer. <i>Annals of Operations Research</i> , 2022, 315, 671-694.	2.6	4

#	ARTICLE	IF	CITATIONS
37	The future of technology in marketing; utopia or dystopia?. Journal of Marketing Management, 2020, 36, 211-215.	1.2	3
38	Data-Driven Customer Centricity. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2015, , 157-174.	0.7	0
39	Data-Driven Customer Centricity. , 2018, , 1895-1912.		0