



Arne De Keyser, PhD
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<https://scholar.google.be/citations?user=T7mRCC8AAAAJ&hl=nl#>

(last update: July '25)

EDUCATION

PhD in Applied Economics, 2015 (Specialization: Marketing – Ghent University)
“Understanding and Managing the Customer Experience”

Master in Business Economics, 2010, Ghent University (Magna Cum Laude)

ACADEMIC POSITIONS

Dec. 2023 –	<i>Full Professor of Marketing</i> , EDHEC Business School
Dec. 2020 – Dec. 2023	<i>Associate Professor of Marketing</i> , EDHEC Business School
Sept. 2015 – Dec. 2020	<i>Assistant Professor of Marketing</i> , EDHEC Business School

RESEARCH INTERESTS

- Customer Experience Management
- Service Failure/Recovery Management
- Technology at the Service Frontline
- Circular Economy and Circular Services

PUBLICATIONS

1. **De Keyser, A.**, Antonetti, P., Rouziou, M., Béal, M., Wang, Z.-H., Grégoire, Y., and Lussier, B. (2025). Understand the B2B Customer Experience and Journey: A Convergence-Based Lens. *Journal of Business Research*, 198, 115481.
2. Larivière, B., Verleye, K., **De Keyser, A.**, Koerten, K., and Schmidt A. L. (2025). The Service Robot Customer Experience (SR-CX): A Matter of AI Intelligences and Customer Service Goals. *Journal of Service Research*, 28(1), 35-56.

3. Hazée, S., **De Keyser, A.**, Larivière, B., Kim, Y., Talebi, A., and Gordeliy, I. (2025). Just Walk Out Stores – The Future of Shopping? Examining Configurations of Reasons For and Against Consumer Adoption? *Psychology & Marketing*, 42(4), 987-1017.
(shared first authorship with Hazée, S. and Larivière, B.)
4. Kies, A., **De Keyser, A.**, Jaramillo, S., Li, J., Tang, Y., and Ud Din, I. (2025). Wired for Work: Brain-Computer Interfaces' Impact on Frontline Employees' Well-Being. *Journal of Service Management*, 36(1), 1-26.
5. Holmqvist, J., Berger, C., **De Keyser, A.**, and Verleye, K. (2025). Luxury in the Circular Economy: An engagement journey perspective. *Journal of Consumer Behaviour*, 24, 1486-1497.
6. Lembregts, C., Schepers, J., and **De Keyser, A.** (2024). Is it as Bad as it Looks? Judgements of Quantitative Scores Depend on their Presentation Format. *Journal of Marketing Research*, 61(5), 937-954.
7. **De Keyser, A.**, and Van Vaerenbergh, Y. (2024). Beyond the Snafu: Research Directions in Customer Experience-Led Business Transformation. *AMS Review*, 14, 144-157.
8. Mehmood, K., Verleye, K., **De Keyser, A.**, and Larivière, B. (2024). The transformative potential of AI-enabled personalization across cultures. *Journal of Services Marketing*, 38(6), 711-730.
9. Verleye, K., **De Keyser, A.**, Raassens, N., Alblas, A., Lit, F., and Huijben, J. (2024). Pushing Forward the Transition to a Circular Economy by Adopting an Actor Engagement Lens. *Journal of Service Research*, 27(1), 69-88.
10. Mehmood, K., Verleye, K., **De Keyser, A.**, and Larivière, B. (2023). Piloting Personalization Research Through Data-Rich Environments: A Literature Review and Future Research Agenda. *Journal of Service Management*, 34(3), 520-552.
11. **De Keyser, A.**, and Kunz, W. (2022). Living and Working with Service Robots: A TCCM Analysis and Considerations for Future Research. *Journal of Service Management*, 33(2), 165-196.
12. **De Keyser, A.**, Bart, Y., Gu, X., Liu, S.Q., Robinson, S.G., and Kannan, P.K. (2021). Opportunities and Challenges of Using Biometrics for Business: Developing a Research Agenda. *Journal of Business Research*, 136, 52-62.
13. Arsenovic, J., **De Keyser, A.**, Edvardsson, B., Tronvoll, B., and Gruber, T. (2021). Justice (is not the same) for All: The Role of Relationship Activity for Post-Recovery Outcomes. *Journal of Business Research*, 134, 342-351.
14. Verleye, K., **De Keyser, A.**, Vandepitte, S., and Trybou, J. (2021). Boosting Perceived Customer Orientation as a Driver of Patient Satisfaction. *The Journal for Healthcare Quality*, 43(4), 225-231.

15. **De Keyser, A.**, Verbeeck, C., and Zwienenberg, T.J. (2021). Blockchain: A Reflection on Its Implications for Customers and Service Organizations. *Journal of Service Management Research*, 5(2), 71-102. (Article is a sub-part of a larger paper)
16. **De Keyser, A.**, Verleye, K., Lemon, K.N., Keiningham, T.L., and Klaus, P. (2020). Moving the Customer Experience Field Forward: Introducing the Touchpoints, Context and Qualities (TCQ) Nomenclature. *Journal of Service Research*, 23(4), 433-455. (Finalist 2020 JSR Best Paper Award – Finalist 2020 AMA Servsig Best Paper Award)
17. Robinson, S., Orsingher, C., Alkire, L., **De Keyser, A.**, Giebelhausen, M., Papamichail, K.N., Shams, P., and Sobhy Temerak, M. (2020). Frontline Encounters of the AI kind: An Evolved Service Encounter Framework. *Journal of Business Research*, 116, 366-376.
18. Buoye, A., **De Keyser, A.**, Gong, Z., and Lao, N. (2020). Intellectual Property Extensions in Entertainment Services: Marvel and DC Comics. *Journal of Services Marketing*, 34(2) 239-251.
19. Verhulst, N., **De Keyser, A.**, Gustafsson, A., Shams, P., and Van Vaerenbergh, Y. (2019). Neuroscience in Service Research: An Overview and Discussion of Its Possibilities. *Journal of Service Management*, 30(5), 621-649.
20. Van Vaerenbergh, Y., Varga, D., **De Keyser, A.**, and Orsingher, C. (2019). The Service Recovery Journey: Conceptualization, Integration, and Directions for Future Research. *Journal of Service Research*, 22(2), 103-119. (published as LEAD ARTICLE – Winner of the 2019 JSR Best Paper Award)
21. **De Keyser, A.**, Köcher, S., Alkire (née Nasr), L., Verbeeck, C., and Kandampully, J. (2019). Frontline Service Technology Infusion: Conceptual Archetypes and Future Research. *Journal of Service Management*, 30(1), 156-183. (Winner of the JOSM Highly Commended Paper Award, 2019)
22. Larivière, B., Bowen, D., Andreassen, T.W., Kunz, W., Sirianni, N.J., Voss, C., Wunderlich, N.V. and **De Keyser, A.** (2017). Service Encounter 2.0: An investigation into the roles of technology, employees and customers. *Journal of Business Research*, 79, 238-246.
23. **De Keyser, A.**, Konuş, U. and Schepers, J. (2015). Multichannel Customer Segmentation: Does the After-Sales Channel Matter? A Replication and Extension. *International Journal of Research in Marketing*, 32(4), 453-456.
24. Keiningham, T.L., Cooil, B., Buoye, A., Malthouse, E.C., Aksoy, L., **De Keyser, A.**, and Larivière, B. (2015). Perceptions are Relative: An Examination of the Relationship between Relative Satisfaction Metrics and Share of Wallet. *Journal of Service Management*, 26(1), 2-43. (Winner of the JOSM Outstanding Paper Award, 2015)
25. **De Keyser, A.** and Larivière, B. (2014). How Technical and Functional Service Quality Drive Consumer Happiness: Moderating Influences of Channel Usage. *Journal of Service Management*, 25(1), 30-48.

26. Van Vaerenbergh, Y., **De Keyser, A.** and Larivière, B. (2014). Customer Intentions to Invoke Service Guarantees: Do Excellence in Service Recovery, Type of Guarantee and Cultural Orientation Matter? *Managing Service Quality*, 24(1), 45-62.
(Winner of the JSTP Highly Commended Paper Award, 2014)

APPLIED PUBLICATIONS

1. **De Keyser, A.**, Verleye, K., Raassens, N., and Alblas, A. (2024). Engaging Stakeholders for Circular Economy Success. *The European Business Review*.
2. **De Keyser, A.**, Lembregts, C., and Schepers, J.L. (2024). How Rating Systems Shape User Behavior in the Gig Economy. *Harvard Business Research (Online Article)*.
3. **De Keyser, A.**, K.N. Lemon, P. Klaus and T.L. Keiningham (2015). A Framework for Understanding and Managing the Customer Experience. *MSI Working Paper Series*, report No. 15-121, Boston (MA).

BOOKS

1. Leroi-Werelds, S., Verleye, K., **De Keyser, A.**, Geuens, M., Verbeken, K., and Larivière, B. (2023). *Marketing: The Fundamentals*. Acco.

BOOK CHAPTERS

1. **De Keyser, A.**, Verleye, K., Lemon, K., Orsinger, C., Zion, A., and Johnson, A. (2024). Customer Experience: The Touchpoints-Contexts-Qualities Nomenclature. The Handbook of Service Experience, Per Kristensson, Lars Witell and Mohamed Zaki, Edward Elgar, forthcoming.
2. Orsingher, C., **De Keyser, A.**, Varga, D., and Van Vaerenbergh, Y. (2022). Service Failure and Complaints Management: An Overview. The Palgrave Handbook of Service Management, Bo Edvardsson and Bård Tronvoll, eds., Palgrave Macmillan, Cham, 823-846.
3. Bleier, A., **De Keyser, A.** and Verleye, K. (2018). Customer Engagement through Personalization and Customization. Customer Engagement Marketing, Robert W. Palmatier, V. Kumar and Colleen M. Harmeling, eds., Palgrave Macmillan, Cham., 75-94.
4. Verleye, K. and **De Keyser, A.** (2016). Customer Engagement in Technology-Based and High-Contact Interfaces. Customer Engagement: Contemporary Issues and Challenges, Roderick J. Brodie, Linda Hollebeek, Jodie Conduit, eds., Routledge, Oxon, 137-151.

5. Keiningham, T.L, Aksoy, L., **De Keyser, A.**, Larivière, B., Buoye, A., Williams, L. (2014). It's Not Your Score That Matters: The Importance of Relative Metrics. Handbook of Service Marketing Research, Roland Rust and Ming-Hui Huang, eds., Edward Elgar Publishing, Cheltenham, UK., 166-181.

CASE STUDIES

1. Verbeeck, C. and **De Keyser, A.** (2023). Customer Relationship Management for AR-based mobile games: Applying Customer Analytics. Case 523-0084-1 published by the Case Centre (<https://www.thecasecentre.org/products/view?id=192693>).

CONFERENCE PROCEEDINGS

1. **De Keyser, A.**, Antonetti, P., Rouziou, M., Béal, M., Wang, Z.-H., Grégoire, Y., and Lussier, B. (2025). B2B Customer Experience and Journey: A Convergence-Based Approach. *Frontiers in Service Conference*, Montréal, Canada, July 2025.
2. Mehmood, K., Verleye, K., **De Keyser, A.**, and Larivière, B. (2025). From promises to practice: unraveling users' mental models about the role and implications of large language models (LLMs) for individuals and society. *AIRSI2025*, Online conference, June 2025.
3. **De Keyser, A.**, Verleye, K., De Bruyne, M.-J., and Antonissen, L. (2025). Engaging Actors in the Circular Economy: Development of a Circular Economy Engagement (CEE) Scale. *EMAC*, Madrid, Spain, May 2025.
4. Holmqvist, J., Berger, C., **De Keyser, A.**, and Verleye, K. (2025). Can luxury be circular? An engagement journey perspective of circular luxury consumption. *EMAC*, Madrid, Spain, May 2025.
5. Verleye, K., Antonissen, L., Smeets, A., **De Keyser, A.**, and De Bruyne, M.-J. (2024). Sustainability Performance of Rental and Sharing Models: A Life Cycle Assessment. *New Business Models Conference*, Donostia/San Sebastián, Basque Autonomous Community, Spain, July 2024.
6. Verleye, K., Antonissen, L., Smeets, A., and **De Keyser, A.** (2024). The Economic and Circular Potential of Servitization Strategies: A Multiple Case Study. *Frontiers in Service Conference*, Amelia Island, USA, June 2024.
7. **De Keyser, A.**, and Johnson, A. (2024). How We Get Back to Working with Industry to Advance the Services Field. *Servsig*, Bordeaux, France, June 2024.
8. Verleye, K., Antonissen, L., Smeets, A., and **De Keyser, A.** (2024). Striving for Sustainability through Circular Service Systems: A Multiple Case Study. *Servsig*, Bordeaux, France, June 2024.
9. Mehmood, K., Verleye, K., **De Keyser, A.**, and Larivière, B. (2024). From Promises to Practice: Unraveling the Psychological Impact of Generative AI on Organizational Dynamics. *Servsig*, Bordeaux, France, June 2024.

10. Mehmood, K., Verleye, K., **De Keyser, A.**, and Larivière, B. (2024). From Promises to Practice: Unraveling the Psychological Impact of Generative AI on Organizational Dynamics. *18th International Research Conference in Service Management*, La Londe Les Maures, France, May 2024.
11. Brady, M., **De Keyser, A.**, Verleye, K., and Klaus, P. (2024). The Experience-Engagement-Value Trinity Canvas: A Mid-Range Theory. *EMAC*, Bucharest, Romania, May 2024.
12. Chen, Y., Polyakova, A., and **De Keyser, A.** (2024). Entitlement: Conceptual Domain, Its Role in Marketing and Implications for Research. *EMAC*, Bucharest, Romania, May 2024.
13. Verleye, K., **De Keyser, A.**, Raassens, N., Alblas, A., Lit, F., and Huijben, J. (2023). Circular Economy Engagement: Practices for Boosting Motivation, Opportunity, and Ability. *New Business Models Conference*, Maastricht, The Netherlands, June 2023.
14. Verleye, K., **De Keyser, A.**, Raassens, N., Alblas, A., Lit, F., and Huijben, J. (2023). Actor Engagement in the Circular Economy: A Motivation-Opportunity-Ability (MOA) Perspective. *Frontiers in Service Conference*, Maastricht, the Netherlands, June 2023.
15. Mehmood, K., Verleye, K., **De Keyser, A.**, and Larivière, B. (2023). The Transformative Potential of AI-Enabled Personalization. *Frontiers in Service Conference*, Maastricht, the Netherlands, June 2023.
16. Hazée, S., **De Keyser, A.**, Larivière, B., Gordeliy, I., Kim, Y., and Talebi, A. (2023). Just Walk Out Stores – The Future of Shopping? Examining Reasons For and Against Consumer Adoption. *Frontiers in Service Conference*, Maastricht, the Netherlands, June 2023.
17. Verleye, K., **De Keyser, A.**, Raassens, N., Alblas, A., Lit, F., and Huijben, J. (2023). Actor Engagement in the Circular Economy: A Motivation-Opportunity-Ability (MOA) Perspective. *Belgian Service Research Day*, Leuven, Belgium, April 2023.
18. Hazée, S., **De Keyser, A.**, Larivière, B., Gordeliy, I., Kim, Y., and Talebi, A. (2023). Just Walk Out Stores – The Future of Shopping? Examining Reasons For and Against Consumer Adoption. *Belgian Service Research Day*, Leuven, Belgium, April 2023.
19. Mehmood, K., Verleye, K., **De Keyser, A.**, and Larivière, B. (2022). The Transformative Potential of Personalization in a Data Rich World. *Frontiers in Service Conference*, Boston, USA, June 2022.
20. Schepers, J., Lembregts, C., and **De Keyser, A.** (2022). Are You Being Rated? The Effect of Different Rating Formats on Consumer Experiences on Online Peer-to-Peer Platforms. *Servsig*, June 2022.
21. Hazée, S., **De Keyser, A.**, Varga, D., Kuzgun, E., and Van Vaerenbergh, Y. (2022). Social Media Customer Care: Research Synthesis and New Directions. *Servsig*, Glasgow, UK, June 2022.

22. Le Thomas, S., Muylle, S., and **De Keyser, A.** (2022). Understanding and Characterizing B2B Customer Experience. *17th International Research Conference in Service Management*, La Londe Les Maures, France, June 2022.
23. Mehmood, K., Verleye, K., **De Keyser, A.**, and Larivière, B. (2022). The Transformative Potential of Personalization in a Data Rich World. *Belgian Service Research Day*, Mons, Belgium, April 2022.
24. Hazée, S., **De Keyser, A.**, Varga, D., Kuzgun, E., and Van Vaerenbergh, Y. (2021). Social Media Customer Care: Research Synthesis and New Directions. *Interactive Marketing Conference*, New York, USA, October 2021.
25. Mehmood, K., Verleye, K., **De Keyser, A.**, and Larivière, B. (2021). Personalization: Toward Better Grasping its Transformative Impacts. *Interactive Marketing Conference*, New York, USA, October 2021.
26. **De Keyser, A.**, Mahr, D., Orsingher, C., and von Wangenheim, F. (2021). The Edge of Tomorrow: How AI Shapes the Future of Service Research. 2021 AMA Summer Conference, Online, August 2021. (*special session*)
27. **De Keyser, A.**, Verhulst, N., Gustafsson, A., Shams, P., and Van Vaerenbergh, Y. (2019). Neuroscience in Service Research: An Overview and Discussion of Its Possibilities. Frontiers in Service Conference, Singapore, July 2019.
28. Robinson, S., Orsingher, C., Alkire, L., **De Keyser, A.**, Giebelhausen, M., Papamichail, N., Shams, P., Temerak, M.S. (2019). Authentic or Counterfeit Service? A Framework on the Complexity of AI Enabled Service Encounters. Frontiers in Service Conference, Singapore, July 2019.
29. Robinson, S., Orsingher, C., Alkire, L., **De Keyser, A.**, Giebelhausen, M., Papamichail, N., Shams, P., Temerak, M.S. (2019). Authentic or Counterfeit Service? A Framework on the Complexity of AI Enabled Service Encounters. QUIS 16, Karlstad, Sweden, June 2019.
30. **De Keyser, A.**, Köcher, S., Alkire (née Nasr), L., and Kandampully, J. (2018). Frontline Service Technology Infusion: Conceptual Archetypes and Future Research. Servsig, Paris, France, June 2018.
31. **De Keyser, A.**, Köcher, S., Alkire (née Nasr), L., and Kandampully, J. (2018). Frontline Service Technology Infusion: Conceptual Archetypes and Future Research. La Londe Conference, La Londe Les Maures, France, June 2018.
32. **De Keyser, A.**, Lemon, K.N., Keiningham, T.L. and Klaus, P. (2017). Managing the Building Blocks of Customer Experience. Frontiers in Service Conference, New York, USA, June 2017.
33. Nasr, L., Köcher, S., **De Keyser, A.** and Kandampully, J. (2017). The Future of Technology in Service: A Research Agenda. Frontiers in Service Conference, New York, USA, June 2017.

34. De Pourcq, K., Verleye, K., **De Keyser, A.**, Gemmel, P. And Trybou, J. (2017). Does the Network Fit the Customer? QUIS 15, Porto, Portugal, June 2017.
35. Nasr, L., Köcher, S., **De Keyser, A.** and Kandampully, J. (2017). The Future of Technology in Service: A Research Agenda. QUIS 15, Porto, Portugal, June 2017.
36. Larivière, B., Bowen, D., Andreassen, T.W., Kunz, W., Sirianni, N.J., Voss, C., Wunderlich, N.V. and **De Keyser, A.** (2017). Service Encounter 2.0: An investigation into the roles of technology, employees and customers. QUIS 15, Porto, Portugal, June 2017.
37. **De Keyser, A.** and B. Larivière (2016). Is Paper Dead? Goodness No! A Segmented Offline-Marketing Approach for Online Customers. Frontiers in Service Conference, Bergen, Norway, June 2016.
38. Nasr, L., K. Albrecht, **A. De Keyser**, J. Kandampully, S. Küsgen and T. Zhang (2016). Technology Revolution in Service: An Integrated View from Marketing, Operations and Human Resources. Frontiers in Service Conference, Bergen, Norway, June 2016.
39. Van Vaerenbergh, Y., **A. De Keyser**, S. Hazée and A. Costers (2016). Customer Coping with Service Failure Across Cultures: A Multilevel Investigation. Frontiers in Service Conference, Bergen, Norway, June 2016.
40. Verleye, K., S. Quaschnig and **A. De Keyser** (2016). Battling Costs in the Jungle of Free Services: Lessons from Facebook Resisters. Frontiers in Service Conference, Bergen, Norway, June 2016.
41. Verleye, K. and **A. De Keyser** (2016). A Taxonomy of Service Delivery Systems: Contrasting the Customer and Provider Perspective. Servsig 2016, Maastricht, the Netherlands, June 2016.
42. Kandampully, J., K. Albrecht, **A. De Keyser**, S. Küsgen, L. Nasr and T. Zhang (2016). Technology in Service: Its Role in Marketing, Operations and Human Resources. Servsig 2016, Maastricht, the Netherlands, June 2016.
43. Larivière, B., F. Van Baelen and **A. De Keyser** (2016). Servicescape Remodeling: The Importance of Understanding Customer Reactions During the Transition Phase. Servsig 2016, Maastricht, the Netherlands, June 2016.
44. Quaschnig, S., Verleye K., and **A. De Keyser** (2016). Consumer Reaction to Privacy Costs of Free Online Services – The Role of Consumer Engagement and Reactance Orientation. EMAC, Oslo, Norway, May 2016.
45. **De Keyser, A.**, Lemon, K.N., Klaus, P. and Keiningham, T.L. (2015). The Customer Experience: A Conceptual Framework. Frontiers in Service Conference, San Jose, July 2015.

46. Verleye, K. and **De Keyser, A.** (2015). The Quandary of Designing Integrated Service Delivery Systems: Balancing the Needs of all Involved Parties. Frontiers in Service conference, San Jose, July 2015.
47. **De Keyser, A.**, Lemon, K.N., Klaus, P. and Keiningham, T.L. (2015). Challenges and Opportunities in Managing the Customer Experience. QUIS14, Shanghai, June 2015.
48. **De Keyser, A.**, Klaus, P., Lemon, K.N. and Keiningham, T.L. (2014). Customer Experience Management: The Past, The Present and The Future. Frontiers in Service Conference, Miami, June 2014.
49. **De Keyser, A.**, Van Vaerenbergh, Y. and Larivière, B. (2014). Does being proactive on the web pay off? Webcare Strategies and Their Effect on Customer Emotions, Outcomes, and Privacy Concerns. Conference for Positive Marketing, New York, April 2014.
50. Aksoy, L., Buoye, A., Cooil, B., **De Keyser, A.**, Keiningham, T.L., Larivière, B. and Malthouse, E.C. (2013). Perceptions Are Relative: An Examination of the Relationship between Relative Satisfaction Metrics and Share of Wallet. Marketing Science Conference, Istanbul, Turkey, July 2013.
51. Aksoy, L., Buoye, A., Cooil, B., **De Keyser, A.**, Keiningham, T.L., Larivière, B. and Malthouse, E.C. (2013). Perceptions Are Relative: An Examination of the Relationship between Relative Satisfaction Metrics and Share of Wallet. Frontiers in Service Conference, Taiwan, Taipei, July 2013.
52. Aksoy, L., Buoye, A., Cooil, B., **De Keyser, A.**, Keiningham, T.L., Larivière, B. and Malthouse, E.C. (2013). Perceptions Are Relative: An Examination of the Relationship between Relative Satisfaction Metrics and Share of Wallet. International Conference on Research in Advertising, Zagreb, Croatia, June 2013.
53. **De Keyser, A.**, Larivière, B., Becker, J. and Medjedovic, J. (2013). Optimizing the Offline Marketing Expenditures for Different Segments of Online Consumers. Frontiers in Service Conference, Taiwan, Taipei, July 2013.
54. **De Keyser, A.** and Larivière, B. (2013). Technical and Functional Service Quality as Drivers of Consumer Happiness: The Moderating Influence of Channel Usage. Conference for Positive Marketing, New York, January 2013.
55. **De Keyser, A.** and Larivière, B. (2012). Measuring Critical Performance Indicators and Customer Loyalty: The How Matter More Than the What! Frontiers in Service Conference, Washington DC, Maryland, July 2012.

INVITED PRESENTATIONS

1. **De Keyser, A.** (2025). Bridging Academic Frameworks to Practice: A Roadmap for Translating Theory into Action. Eindhoven University of Technology, the Netherlands.

2. Verleye, K., and **De Keyser, A.** (2024). Customer Experience: A TCQ Perspective. Belgian Association for Marketing, Belgium.
3. Verleye, K., and **De Keyser, A.** (2024). The Next Level of Customer Experience Management. CX Brussels, Belgium.
4. **De Keyser, A.** (2023). Understanding and applying the TCQ framework. Corporate presentation for Zion&Zion, USA.
5. **De Keyser, A.** (2023). Manage Customer Dissatisfaction Effectively. Kvalitetsmässan conference, Sweden.
6. **De Keyser, A.** (2023). Pushing Forward the Transition to a Circular Economy by Adopting an Actor Engagement Lens. Hanken School of Economics, Finland.
7. **De Keyser, A.** (2023). Into the Unknown: Exploring Generative AI's Impact of Business and Society. FOME Alliance Conference, Nice, France.
8. **De Keyser, A.** (2023). Moving Customer Experience (Management) Forward. Sheth Doctoral Consortium, BI Norwegian Business School, Norway. (joint talk with Markus Giesler, Dhruv Grewal, Coleen Harmeling, Koen Pauwels, Bernd Schmitt, and Beth Vallen)
9. **De Keyser, A.** (2022). The Building Blocks of the Moment of Truth. DVJ Insights, Amsterdam, the Netherlands.
(<https://www.youtube.com/watch?v=UuitObqok50&t=336s>)
10. Verleye, K. and **De Keyser, A.** (2021). Moving Beyond the T(ouchpoint)-C(ontext)-Q(uality) Nomenclature. University of Surrey, UK.
11. **De Keyser, A.** (2019). Moving Customer Experience Forward: A TCQ Perspective. CTF – Service Research Center, Karlstad University, Sweden.
12. Verleye, K. and **De Keyser, A.** (2019). Patient Experience Management: A Must? AZ Nikolaas.
13. **De Keyser, A.** (2018). Embracing the Complexity of Customer Experience. Servsig Conference, Paris, France.
14. **De Keyser, A.** (2016). Customer Experience Management: What is All the Fuss About? Service Innovation Conference by Noventum, Amsterdam, the Netherlands.

PRESS MENTIONS/BLOG POSTS/PODCASTS/WEBINARS

1. **EDHEC VOX Magazine** (December 2024) – Generative AI in Education - It's (almost) already here! (<https://www.calameo.com/read/00506183287951c444c9a>)

2. **AACSB** (July 2024) – Overcoming the stresses of AI in education (<https://www.aacsb.edu/insights/articles/2024/07/overcoming-the-stresses-of-ai-in-education>) (together with Michelle Sisto and Benoît Arnaud)
3. **CX Network** (June 2024) – How Companies Create Competitive Advantage to Retain Customers with their Rating Systems. (<https://www.cxnetwork.com/on-demand/content/using-a-rating-system-to-create-a-competitive-advantage-and-retain-customers>)
4. **Harvard Business Review France** (May 2024) – Comment les systèmes de notation façonnent le comportement des utilisateurs. (<https://www.hbrfrance.fr/marketing/comment-les-systemes-de-notation-faconnent-le-comportement-des-utilisateurs-60564a>) (original article in French).
5. **EDHEC VOX** (December 2023) – Transitioning to a Circular Economy: Adopting an Actor Engagement Lens. (<https://www.edhec.edu/en/research-and-faculty/edhec-vox/transitioning-circular-economy-adopting-actor-engagement-lens>)
6. **VDtidningen** (November 2023) – Complaints are gifts: This is how you restore the customer's trust. (<https://vdtidningen.se/klagomal-ar-gavor-sa-aterstaller-du-kundens-fortroende/>) (original article in Swedish)
7. **AEF Info** (November 2023) – Intelligence artificielle: l'Edhec expérimente l'usage des "assistants virtuels" dans ses formations. (<https://www.aefinfo.fr/depeche/701909-intelligence-artificielle-l-edhec-experimente-l-usage-des-assistants-virtuels-dans-ses-formations>) (original article in French))
8. **EDHEC VOX** (November 2023) – Navigating the Digital Landscape: The Power and Perils of Online Reviews (with Ivan Gordeliy and Martin Wetzels). <https://www.edhec.edu/en/research-and-faculty/edhec-vox/newsletter-1-greener-chattier-more-connected-how-do-companies-address-new-customers>
9. **SERVSIG** (November 2023) – Unlocking the Circular Promise: Servitization. (<https://www.servsig.org/wordpress/2023/10/unlocking-the-circular-promise-the-case-of-servitization/>)
10. **SERVSIG** (November 2023) – Blockchain: Transforming the Sharing Economy. (<https://www.servsig.org/wordpress/2023/10/blockchain-transforming-the-sharing-economy/>)
11. **Hospitality Management** (November 2023) – A '5 out of 5' rating (written by D. Dekker). Building on 2024 JMR paper (Is it as Bad as it Looks? Judgements of Quantitative Scores Depend on their Presentation Format). (<https://www.hospitality-management.nl/a-5-out-of-5-rating>)

12. **Customer Experience Management Podcast** (October 2021) – Touchpoints, Qualities, and Contexts (by Anders Gustafsson and Carlos Velasco). (<https://open.spotify.com/show/1zDpxfMrALB4eRrTElGg20>)
13. **MYCUSTOMER** (September 2019) - The four foundations that enable disruptors to deliver fast & easy customer experiences. (<https://www.mycustomer.com/marketing/strategy/the-four-foundations-that-enable-disruptors-to-deliver-fast-easy-customer?platform=hootsuite>)
14. **Forbes India** (June 2019) - The Business of Convenience: Why Marketers should be obsessed with ‘fast’ and ‘easy’. (<http://www.forbesindia.com/article/edhec/the-business-of-convenience-why-marketers-should-be-obsessed-with-fast-and-easy/53979/1>)
15. **EDHEC VOX** (May 2019) - The Business of Convenience: Why Marketers should be obsessed with ‘fast’ and ‘easy’. (<https://www.edhec.edu/en/research-and-faculty/edhec-vox/business-convenience-why-marketers-should-be-obsessed-fast-and-easy>)
16. **Education Times India** (May 2017) - Customer experience management in a digitally connected world – what aspiring CXM professionals need to know (to make a successful career in this field).
17. **EDHEC VOX** (April 2017) – Making a difference with customer experience management. (<https://www.edhec.edu/en/research-and-faculty/edhec-vox/making-difference-customer-experience-management>)
18. **SERVSIG** (March 2016) – Customer Experience – Two shortcomings and many exciting opportunities. (<http://www.servsig.org/wordpress/2016/03/customer-experience-two-shortcomings-and-exciting-opportunities/>)

TEACHING EXPERIENCE

MBA Level:

2025- **Marketing Strategy in the Digital Era (online)** – EDHEC Business School

Graduate Level:

2015- **Marketing Management** – EDHEC Business School

2015- **Customer Relationship Management (CRM)** – EDHEC Business School

2023- **Data-Driven Insights** – EDHEC Business School
(co-lectured with dr. C. Verbeeck)

2015-2023 **Service Marketing** – EDHEC Business School

- 2018-2022 **Customer Analytics** – EDHEC Business School
(co-lectured with dr. C. Verbeeck)
- 2018-2022 **Customer Intelligence** – EDHEC Business School
(co-lectured with dr. C. Verbeeck)
- 2022 - **Introduction to EdTech** (co-instructor) – online Coursera course
(<https://www.coursera.org/learn/introduction-to-edtech>)

AWARDS AND NOMINATIONS

Winner of the AMA SERVSIG Emerging Scholar Award (2025)

4x Teaching Award EDHEC Business School

Frontiers in Service Doctoral Consortium Faculty (Florida State University, 2024)

American Marketing Association Sheth Consortium Doctoral Consortium Faculty (BI Norwegian Business School, 2023) – participated in 2 sessions, organized the ‘Moving Customer Experience (Management) Forward’ session

Invitee “Service Management in B2B Marketing Workshop” (Cambridge Service Alliance, Cambridge University, 2023)

Journal of Service Research, Best Reviewer Award, 2021

Finalist AMA Servsig Best Paper Award, 2020

Finalist Journal of Service Research Best Paper Award, 2020

Invitee and Co-Chair of the “Cognitive Technologies” Track at the 2020 Thought Leadership Forum “Redefining Hospitality for the 21st Century” (with P.K. Kannan) – Florida Atlantic University, 2020

Journal of Services Marketing, Best Reviewer Award, 2019

Winner of Journal of Service Research Best Paper Award, 2019

Winner of the JOSM Highly Commended Paper Award, 2019

Young Scholar Research Award, Organizational Frontline Symposium, 2018 (with Sarah Köcher and Linda Nasr)

Invitee “2nd Customer Management Leadership Group Academic-Practitioner Workshop” – Alliance Manchester Business School, Manchester University, 2018

Invitee “Bridging to ‘New’ Service Technology Workshop” – Cambridge Service Alliance, Cambridge University, 2017

Winner of the AMA SERVSIG Best Dissertation in Service Research Award (Inaugural Recipient, 2016)

Marketing Science Institute Top Download Award, 2016

Winner of the JOSM Outstanding Paper Award, 2015

Winner of the JSTP Highly Commended Paper Award, 2014

Winner of the 2014 Arizona State University Center for Services Leadership Liam Glynn Research Scholarship Award, 23rd Frontiers in Service Conference (Miami)

Best doctoral services paper (with Bart Larivière), second Conference for Positive Marketing 2013 (Center for Positive Marketing, NY)

Winner Best Practitioner Presentation Award (with Lerzan Aksoy, Alexander Buoye, Bruce Cooil, Timothy L. Keiningham, Bart Lariviere and Edward C. Malthouse), 22nd Frontiers in Service Conference 2013 (Taipei)

INTERNATIONAL EXPERIENCE

Research visit **Hanken School of Economics** – September 2023 (with Larissa Becker)

Research visit **Karlstad University** (CTF – Service Research Center) – April 2019 (with Bo Edvardsson & Jasenko Arsenovic)

Research Visit **Boston College** – December 2015 (with Katherine N. Lemon)

Research Visit **Boston College** – September 2014 (with Katherine N. Lemon)

Research Visit **German Graduate School for Management and Law** – October 2012

INDUSTRY INTERACTIONS

Brussels Airlines, Saint-Brice Inc., Carrefour, Zion & Zion

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- SERVSIG
- Center for Service Intelligence, Ghent University

ACADEMIC MENTORSHIP

Co-supervisor

Khalid Mehmood (Ghent University – defense: Jan. 2025)

Member of Dissertation Committee

Dorrotya Varga (KU Leuven – defense: 2021)
Thijs Zwienenberg (KU Leuven – defense: 2023)
Paula Peng (Antwerp Management School – defense: 2024)
Britt Vancoetsem (KU Leuven – defense: 2025)
Changxu (Victor) Li (KU Leuven)
Omnia Kandil (HEC Liège)
Sandrine Le Thomas (Vlerick Business School)
Lisa Antonissen (Ghent University)

Member of Examination Committee

David Leïño Calleja (Eindhoven University of Technology, 2025)
Mohammed Murtuza Soofi (University of Bologna, 2025)
Hashemi Novin (University of Bologna, 2025)
Zarrin Mahdizadeh (University of Bologna, 2025)
Timna Bressgot (Maastricht University – defense: 2023)
Bieke Hens (Ghent University – defense: 2022)
Nanouk Verhulst (Ghent University – defense: 2018)

Consortium/Workshops

Faculty Mentor, SERVSIG/Frontiers in Service Doctoral Consortium, HEC Montréal, 2025

Faculty Mentor Let's Talk About Service, Maastricht University, 2024

Faculty Mentor, SERVSIG/Frontiers in Service Doctoral Consortium, Florida State University, 2024

Faculty Mentor, AMA/Sheth Foundation Consortium, BI Norwegian Business School, 2023

Faculty Mentor Let's Talk About Service, Maastricht University, 2024

Faculty Mentor Let's Talk About Service, Hasselt University, 2022

Faculty Mentor Let's Talk About Service, Ghent University, 2018

Faculty Mentor Let's Talk About Service, University of Antwerp, 2017

Faculty Mentor, SERVSIG/Frontiers in Service Doctoral Consortium, Norwegian School of Economics, 2024

Faculty Mentor Let's Talk About Service, University of Namur, 2015

Mentoring Presentations

Education: The Challenges Ahead. SERVSIG/Frontiers in Service Doctoral Consortium, Florida State University, 2024. (joint talk with Lerzan Aksoy and Lorena Blasco-Arcas).

How to Succeed in the Job Market. Sheth Doctoral Consortium, BI Norwegian Business School, 2023. (joint talk with Emanuela Stagno, Kalinda Ukanwa, Delphine Caruelle, Denish Shah, and Douglas Bowman)

Dealing with Literature. Let's Talk About Service Conference, Ghent University, 2018.

ACADEMIC SERVICE

- Associate Editor
 - Journal of Business Research (Service Track)
 - Journal of Service Management
- Editorial Board Member
 - Journal of Service Research
 - Journal of Business Research
 - Journal of Service Management
 - Journal of Service Theory and Practice
- Ad-Hoc Reviewer
 - Journal of the Academy of Marketing Science
 - International Journal of Research in Marketing
 - Journal of Marketing
 - Journal of Services Marketing
 - AMS Review
- Guest Editorship
 - *Journal of Service Management* special issue “Rise of Voice Conversation Capabilities in Smart Service Systems” (with Carsten Schultz, Bieke Henkens, and Dominik Mahr)
 - *Journal of Business Research* special issue “Impactful CX in Service” (with Elina Jaakkola, Katrien Verleye, Larissa Becker, and Matthew Alexander)
 - *Journal of Service Management* special issue “Living and Working with (Ro)bots – The Impact of (Ro)bots on the Service Frontline” (with Werner Kunz)
- Co-chair Service Marketing SIG, EMAC (starting summer '25)
- Co-chair ‘Circular Services & Sustainability’ track, SERVSIG 2026
- Co-chair ‘Circular Services & Sustainability’ track, SERVSIG 2024
- Program Committee Member, Frontiers in Service 2024, Florida State University
- Co-chair ‘Customer Experience and Journeys’ track, SERVSIG 2022
- Co-Chair Technology Track at the 2019 Transformative Consumer Research Conference, Florida State University, 2019
- Co-Chair ‘Living and Working with (Ro)bots’ track at the 2020 Global Marketing Conference, Seoul.

OTHER

- Participant International Teachers Program, 2025 (Stockholm School of Economics)