



Arne De Keyser, PhD

Associate Professor - Specialty: Marketing

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Arne De Keyser is Associate Professor of Marketing at EDHEC Business School (France). His research focuses on customer experience, service recovery and frontline service technology. Arne has published articles in the *Journal of Service Research*, *International Journal of Research in Marketing*, *Journal of Business Research*, *Journal of Service Management*, *Journal of Services Marketing*, and the *Journal of Service Theory and Practice*. He has won numerous research and teaching awards, including the SERVSIG Best Dissertation Award and the 2019 *Journal of Service Research* Best Paper Award. Arne serves on the editorial boards of the *Journal of Service Research*, *Journal of Business Research*, *Journal of Service Management* and the *Journal of Service Theory and Practice*.

EDUCATION

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

Guidance committee:

Bart Larivière (supervisor – Ghent University, now KU Leuven),

Katherine N. Lemon (Boston College)

Yves Van Vaerenbergh (KU Leuven)

Patrick Van Kenhove (Ghent University)

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

RESEARCH INTERESTS

- Customer Experience/Customer Relationship Management
- Service Failure/Recovery Management
- Technology at the Service Frontline
- Multichannel Marketing

PUBLICATIONS

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*, forthcoming.

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.

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.

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.

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)

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)

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.

De Keyser, A., Konuş, U. and Schepers, J. (2015), "Multichannel Customer Segmentation: Does the After-Sales Channel Matter? A Replication and Extensions", *International Journal of Research in Marketing*, 32(4), 453-456.

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)

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).

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.

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)

BOOK CHAPTERS

Bleier, A., **De Keyser, A.** and Verleye, K. (2018), "Customer Engagement through Personalization and Customization" in Customer Engagement Marketing, Robert W. Palmatier, V. Kumar and Colleen M. Harmeling, eds., Palgrave Macmillan, Cham., 75-94.

Verleye, K. and **De Keyser, A.** (2016), "Customer Engagement in Technology-Based and High-Contact Interfaces" in Customer Engagement: Contemporary Issues and Challenges, Roderick J. Brodie, Linda Hollebeek, Jodie Conduit, eds., Routledge, Oxon, 137-151.

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" in Handbook of Service Marketing Research, Roland Rust and Ming-Hui Huang, eds., Edward Elgar Publishing, Cheltenham, UK., 166-181.

CONFERENCE PROCEEDINGS

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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

De Keyser, A. (2019), “Moving Customer Experience Forward: A TCQ Perspective”, CTF – Service Research Center, Karlstad University, Sweden.

De Keyser, A. (2018), “Dealing with Literature”, Let’s Talk About Service Conference, Ghent University, Belgium.

De Keyser, A. (2018), “Embracing the Complexity of Customer Experience”, Servsig Conference, Paris, France.

De Keyser, A. (2016), “Customer Experience Management: What is All the Fuss About?”, Service Innovation Conference by Noventum, Amsterdam, the Netherlands.

PRESS/BLOG POSTS

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>)

EDHEC VOX (May 2019) - The Business of Convenience: Why Marketers should be obsessed with ‘fast’ and ‘easy’ (<https://www.edhec.edu/en/edhecvox/marketing/business-convenience-why-marketers-should-be-obsessed-fast-and-easy>)

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)

EDHEC VOX (April 2017) – Making a difference with customer experience management (<https://www.edhec.edu/en/edhecvox/marketing/making-difference-customer-experience-management>)

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

Graduate Level:

- 2015- **Marketing Management** - EDHEC Business School
- 2015- **Customer Relationship Management (CRM)** - EDHEC Business School
 - (a) Entertainment & Service
 - (b) Luxury & Fashion
- 2015- **Service Marketing** - EDHEC Business School
- 2018- **Customer Analytics** – EDHEC Business School
(co-lectured with dr. C. Verbeeck)
- 2018- **Customer Intelligence** – EDHEC Business School
(co-lectured with dr. C. Verbeeck)

Executive Level:

- 2016 **Guest Speaker**, Practitioner Meeting B2B Customer Experience Management
- 2014 **Lecturer, Center for Service Intelligence**, Ghent University
Practitioner Workshop on “Customer Experience and Service Design”

Guest Lectures (graduate and undergraduate level):

- 2015 **Center for Service Intelligence**, Ghent University

- 2 lectures + group assignment on “survey methodology” in the course *Methodology of Scientific Research in Management Sciences*
- 2014 **Center for Service Intelligence**, Ghent University
2 lectures “Customer Experience and Service Design” and
1 lecture “Multichannel Marketing Management” in the course *Service Implementation*
- 2014 **Center for Business Management Research**, HUB/KU Leuven
Lecture “Customer Experience and Service Design” in the course *Marketing Planning*
- 2014 **Department of Marketing**, Ghent University
Lecture “Customer Experience and Service Design” in the course *Strategic Brand Communication*
- 2014 **Center for Service Intelligence**, Ghent University
2 lectures + group assignment on “survey methodology” in the course *Methodology of Scientific Research in Management Sciences*
- 2012 Department of Marketing, University College Ghent University
2 lectures on “Multichannel Management” in the course *B2B-Marketing* (2012)

AWARDS AND NOMINATIONS

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

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)

2016 Marketing Science Institute Top Download Award

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 (Taipe)

INTERNATIONAL EXPERIENCE

Research visit **Karlstad University** (CTF – Service Research Center) – April 2019 (with B. Edvardsson & J. Arsenovic)

Research Visit **Boston College** – September 2014/ December 2015 (with Katherine N. Lemon)

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

INDUSTRY INTERACTIONS

Brussels Airlines, Saint-Brice Inc., Carrefour

PROFESSIONAL AFFILIATIONS

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

OTHER

- Editorial Board Member of the *Journal of Service Research*, *Journal of Business Research*, *Journal of Service Management* and the *Journal of Service Theory and Practice*
- Co-Chair Expert Research Panel ‘Technology and Digital’ *Journal of Service Management*
- Ad-Hoc Reviewer *Journal of the Academy of Marketing Science* (2018-2019 - FT Journal)
- Co-Chair Technology Track at the 2019 Transformative Consumer Research Conference (with Werner Kunz) – Florida State University, 2019