

Stijn Maesen

Imperial College Business School
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Academic positions

2019 – present Assistant Professor of Marketing, Imperial College Business School

Education

2019 Ph.D. in Marketing, KU Leuven
2014 M.Sc. in Business Economics, KU Leuven

Publications

Maesen Stijn and Lamey Lien (2023), “The Impact of Organic Specialist Store Entry on Category Performance at Incumbent Stores”, *Journal of Marketing*, 87(1), 97-113.

Maesen Stijn, Lamey Lien, ter Braak Anne, and Jansen Léon (2022), “Going Healthy: How Product Characteristics Influence the Sales Impact of Front-of-Pack Health Symbols”, *Journal of the Academy of Marketing Science*, 50(1), 108-130.

- Winner, AMS Mary Kay Doctoral Dissertation Award, 2020
- Coverage: [Retail Times](#), [IB Knowledge](#)

Awards

Winner, AMS Mary Kay Doctoral Dissertation Award, 2020

Conference and seminar presentations

Impact of ‘Buy Now Pay Later’ on Customer Purchases, *Marketing Strategy Meets Wall Street*, 2022.

Impact of ‘Buy Now Pay Later’ on Customer Purchases, *Marketing Science*, 2022.

Sales Impact of Front-Of-Pack Health Symbols, *Centre for Health Economics and Policy Innovation*, Imperial College London, 2022.

The Impact of Organic Specialist Store Entry on Category Performance at Incumbent Stores. *European Quant Marketing Seminar*, 2021.

Going Healthy: When Do Health Symbol Additions Improve Product Performance? *Academy of Marketing Science (AMS)*, 2020.

Organic Food Retailing: The Impact of Organic Store Entry on Traditional Store Performance. *Marketing Science*, 2020.

Organic Food Retailing: The Impact of Organic Store Entry on Traditional Store Performance. *The European Marketing Academy Conference (EMAC)*, 2018.

Brands Going Healthy: When Do Health Symbol Additions Improve Product Performance? *Marketing Dynamics*, 2017.

The Impact of Adding a Health Symbol on Product Performance: Evidence from a Large-Scale Natural Experiment. *The European Marketing Academy Conference (EMAC)*, 2016.

Teaching

2021 – present **Marketing Analytics**, Imperial College Business School
M.Sc. Strategic Marketing (online programme)

2020 – present **Marketing Decisions**, Imperial College Business School
M.Sc. Management

2019 – present **Marketing Analytics**, Imperial College Business School
M.Sc. Strategic Marketing (on campus programme)

2019 **Marketing Engineering**, KU Leuven
B.Sc. Business Engineering

2015 – 2019 **Marketing Thesis Advisor**, KU Leuven
M.Sc. Business Engineering and Economics

Industry experience

2012 – 2014 Marketing Researcher
GfK

Languages

Dutch, English, French, Spanish