

Stijn Maesen

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Employment

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

Work under review

Maesen S., Lamey, L., ter Braak A., “The Impact of Organic Specialist Store Entry on Category Performance at Incumbent Stores”, *R&R at the Journal of Marketing* (revision)

Maesen S., Lamey, L., ter Braak A., Jansen, L. “Going Healthy: How Product Characteristics Influence the Sales Impact of Front-of-Pack Health Symbols”, *R&R at the Journal of the Academy of Marketing Science* (conditionally accepted)

Awards

Winner, AMS Mary Kay Doctoral Dissertation Award, 2020

Conference and seminar presentations

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)*. Glasgow, 2018.

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

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

Teaching

Spring 2021	Marketing Analytics M.Sc. Strategic Marketing (<i>online programme</i>) Imperial College Business School
Autumn 2020	Marketing Decisions M.Sc. Management, Imperial College Business School
Autumn 2019, 2020	Marketing Analytics M.Sc. Strategic Marketing (<i>on campus programme</i>) Imperial College Business School
Spring 2019	Marketing Engineering B.Sc. Business Engineering, KU Leuven
2015-2019	Marketing Thesis Advisor M.Sc. Business Engineering and Economics, KU Leuven

Industry experience

2012-2014	Marketing Researcher GfK
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Languages

Dutch, English, French, Spanish