

## **Kristiaan HELSEN**

Hong Kong University of Science & Technology

School of Business & Management

Department of Marketing

Clear Water Bay

Hong Kong, China

Phone: (852) 2358-7720

Fax: (852) 2358-2429

Email: [mkhel@ust.hk](mailto:mkhel@ust.hk)

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### **POSITIONS HELD**

July 1995-present Associate Professor Marketing, HKUST, Dept. of Marketing

July 2013-July 2014 Acting Head Department of Marketing

June 1989-June 1995 Assistant Professor Marketing, University of Chicago

### **ACADEMIC BACKGROUND**

Ph.D. Marketing, University of Pennsylvania, 1990

MBA, Cornell University, 1985

Licentiaat in Applied Economics, University of Antwerp, 1983

### **PUBLICATIONS**

#### **Journals:**

Lu, Huidi, Ralf van der Lans, Kristiaan Helsen, and Dinesh K. Gauri (2023), "DEPART: Decomposing Prices Using Atheoretical Regression Trees," *International Journal of Research in Marketing*, 40 (4), 781-800.

Zhao, Yi, Ying Zhao, and Kristiaan Helsen (2011), "Consumer Learning in a Turbulent Market Environment: Modeling Consumer Choice Dynamics in the Wake of a Product Harm Crisis," *Journal of Marketing Research*, 48 (2), 255-267.

Cleeren, Kathleen, Marnik G. Dekimpe, and Kristiaan Helsen (2008), "Weathering Product Harm Crises," *Journal of the Academy of Marketing Science*, 36, 262-270.

Van Heerde, Harald, Kristiaan Helsen, and Marnik G. Dekimpe (2007), "The Impact of a Product Harm Crisis on Marketing Effectiveness," *Marketing Science*, 26 (2), 230-245.

Heil Oliver P. and Kristiaan Helsen (2001), "Toward an Understanding of Price Wars: Their Nature and How They Erupt," *International Journal of Research in Marketing*, 18 (June), 83-98.

Helsen, Kristiaan and David C. Schmittlein (1994), "Understanding Price Effects for New Nondurables: How Price Responsiveness Varies Across Depth-of-Repeat Classes and Types of Consumers," *European Journal of Operational Research*, 76, 359-374.

Helsen, Kristiaan, Kamel Jedidi, and Wayne S. DeSarbo (1993), "A New Approach to Country Segmentation Utilizing Multinational Diffusion Patterns," *Journal of Marketing*, 57 (October), 60-71.

Helsen, Kristiaan and David C. Schmittlein (1993), "Analyzing Duration Times in Marketing: Evidence for the Effectiveness of Hazard Rate Models," *Marketing Science*, 12 (Fall), 395-414.

Helsen, Kristiaan and David C. Schmittlein (1992), "How Does a Product Market's Typical Price Promotion Pattern Affect the Timing of Households' Purchases? An Empirical Study Using UPC Scanner Data," *Journal of Retailing*, 68 (Fall), 316-338.

Helsen, Kristiaan and David C. Schmittlein (1992), "Some Characterizations of Stockpiling Behavior Under Uncertainty," *Marketing Letters*, 3 (Jan.), 5-16.

Helsen, Kristiaan and Paul E. Green (1991), "A Computational Study of Replicated Clustering with an Application to Market Segmentation," *Decision Sciences*, 22 (Nov.), 1124-1141.

Green, Paul E. and Kristiaan Helsen (1989), "Cross-Validation Assessment of Alternatives to Individual-Level Conjoint Analysis: A Case Study," *Journal of Marketing Research*, 26 (Aug.), 346-350.

Gatignon, Hubert, Erin Anderson, and Kristiaan Helsen (1989), "Competitive Reactions to Market Entry: Explaining Interfirm Differences," *Journal of Marketing Research*, 26 (Feb.), 44-55.

Green, Paul E., Kristiaan Helsen, and Bruce Shandler (1988), "Conjoint Internal Validity under Alternative Profile Presentations," *Journal of Consumer Research*, 15 (Dec.), 392-397.

### **Book Chapters:**

Helsen Kristiaan, "Pricing in the Global Marketplace," in *The SAGE Handbook of International Marketing*, Kotabe M. & K. Helsen (eds.), Sage Press, 2009, 361-373.

Gielens, Katrijn, Kristiaan Helsen, and Marnik G. Dekimpe, "International Entry Strategies," in *Handbook of Marketing Strategy*, Shankar V. & G. S. Carpenter (eds.), Edward Elgar, UK, 2012, 391-411.

### **Books:**

Kotabe, Masaaki and Kristiaan Helsen (2014), *Global Marketing Management*, New York, NY: John Wiley (6<sup>th</sup> edition).

Kotabe, Masaaki and Kristiaan Helsen (2009), *The SAGE Handbook of International Marketing*, Sage Press.