

5.00 crédits

30.0 h

Q2

Enseignants	Hazée Simon ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Acquis d'apprentissage	
Bibliographie	<i>Recommended readings</i> <u>Textbooks and ebooks:</u> • “ <i>Customer Relationship Management: Concept, Strategy and Tools</i> ”, V. Kumar and W. Reinartz, , Springer • “ <i>Statistical Methods in Customer Relationship Management</i> ”, V. Kumar and J. Andrew Petersen, Wiley & Sons • “ <i>Profitable Customer Engagement: Concept, Metrics and Strategies</i> ”, V. Kumar, Sage Publication <u>Scientific articles (see Moodle for an exhaustive list):</u> • Datta et al. (2015), “The Challenge of Retaining Customers Acquired with Free Trials”, <i>Journal of Marketing Research</i> , 52, 217-234. • de Vries et al. (2017), “Effects of Traditional Advertising and Social Messages on Brand-Building Metrics and Customer Acquisition”, <i>Journal of Marketing</i> , 81, 1-15 • De Keyser, A., Verleye, K., Lemon, K. N., Keiningham, T. L., & Klaus, P. (2020), "Moving the Customer Experience Field Forward: Introducing the Touchpoints, Context, Qualities (TCQ) Nomenclature," <i>Journal of Service Research</i> , 23(4), 433-455. • Dorotic et al. (2012), “Loyalty Programs: Current Knowledge and Research Directions”, <i>International Journal of Management Reviews</i> , 14, 217–237 • Kumar et al. (2010), “Undervalued or Overvalued Customers: Capturing Total Customer Engagement Value”, <i>Journal of Service Research</i> , 13(3), 297-310. • Kumar et al. (2015), “Regaining “Lost” Customers: The Predictive Power of First-Lifetime Behavior, the Reason for Defection, and the Nature of the Win-Back Offer”, <i>Journal of Marketing</i> , 79, 34-55. • Shah et al. (2006), “The Path to Customer Centricity”, <i>Journal of Service Research</i> , 9(2), 113-124. • Van Den Bulte, C., Bayer, E., Skiera, B., & Schmitt, P. (2018), "How Customer Referral Programs Turn Social Capital into Economic Capital," <i>Journal of Marketing Research</i> , 55(1), 132-146.
Autres infos	Ce cours est enseigné en anglais. Merci de consulter la version anglaise du descriptif.
Faculté ou entité en charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] en sciences de gestion	GESM2M	5		
Master [120] en sciences de gestion	GEST2M	5		
Master [60] en sciences de gestion [Version avancée]	GEST2M1	5		