

Sarah Gelper

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Management

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[Google scholar](#)

Appointments

2022 – present	Associate Professor of Marketing Analytics University of Luxembourg
2019 – 2022	Associate Professor of Marketing Analytics Eindhoven University of Technology
2014 – 2019	Assistant Professor of Marketing Eindhoven University of Technology
2009 – 2014	Assistant Professor of Marketing Erasmus University Rotterdam

Education

2004 – 2009	Ph.D. in Business Statistics “Economic Time Series Analysis: Granger Causality and Robustness” Promotor: Prof. dr. Christophe Croux Katholieke Universiteit Leuven
2000 – 2004	Bachelor & Master in Economics (Magna cum Laude) Katholieke Universiteit Leuven

Profile

I am a Quantitative Marketing scholar with a strong background in Statistics. My research is deeply rooted in industry collaboration and falls in two domains: social media marketing and the marketing-operations interface. I obtained research funding directly from the industry, from NWO with industry co-financing, and from the EU. In addition, I am an award-winning teacher with more than 10 years of experience. I firmly believe in “learning by doing,” e.g. using the Markstrat simulation game in marketing education and programming (Python and R) in my statistics courses.

Research

Publications

Gelper, S., Lovett, M.J., Peres, R. (2024) The Effect of Second Screening on Repeat Viewing: Insights from Large-scale Mobile Diary Data, *Journal of the Academy of Marketing Science* (forthcoming)

Kocaman, B., Gelper, S., Langerak, F. (2023) Till the Cloud Do Us Part: Technological Disruption and Brand Retention in the Enterprise Software Industry, *International Journal of Research in Marketing* 40 (2), 316-341.

Bombaij, N, Gelper, S., Dekimpe, M. (2022) Designing Successful Temporary Loyalty Programs: An Exploratory Study on Retailer and Country Differences, *International Journal of Research in Marketing* 39 (4), 1275-1295.

Gelper, S., van der Lans, R. and van Bruggen, G. (2021) Competition for Attention in Online Social Networks: Implications for Seeding Strategies, *Management Science*, 67(2), 1026-1047.

Guitart, I. Hervet, G. and Gelper, S. (2020) Avoiding or Confronting Competitors? Strategic Communication Scheduling, *Journal of the Academy of Marketing Science*, 48(4), 753-775.

Gelper, S., Peres, R. and Eliashberg, J. (2018) Pre-release Word-of-Mouth Dynamics: The Role of Spikes, *Journal of Marketing Research*, 55(6), 801–817.

Eliëns, R., Eling, K., Gelper, S. and Langerak, F. (2018), Rational versus Intuitive Gatekeeping: Escalation of Commitment in the Front End, *Journal of Product Innovation Management*, 35: 890-907.

Gelper, S., Wilms, I. and Croux, C. (2016) Identifying Demand Effects in a Large Network of Product Categories, *Journal of Retailing*, 92, 25-39.

Wilms, I., Croux, C., Gelper, S. (2016) The Predictive Power of the Business and Bank Sentiment of Firms: A High-dimensional Granger Causality Approach, *European Journal of Operational Research*, 254, 138-147.

Alfons, A., Croux, C. and Gelper, S. (2016) Robust Groupwise Least Angle Regression, *Computational Statistics & Data Analysis – Special Issue on Advances in Data Mining and Robust Statistics*, 93, 421-435.

Gelper, S. and Stremersch, S. (2014) Variable Selection in International Diffusion Models, *International Journal of Research in Marketing*, 31, 356-367.

Alfons, A., Croux, C. and Gelper, S. (2013) Sparse Least Trimmed Squares Regression for Analyzing High-Dimensional Large Data Sets, *Annals of Applied Statistics*, 7, 226-248.

Croux, C., Gelper, S. and Mahieu, K. (2011) Robust Control Charts for Time Series Data, *Expert Systems with Applications*, 38, 13810-13815.

Croux, C., Gelper, S. and Mahieu, K. (2010) Robust Exponential Smoothing of Multivariate Time Series, *Computational Statistics & Data Analysis*, 54, 2999-3006.

Gelper, S., Fried, R. and Croux, C. (2010) Robust Forecasting with Exponential and Holt-Winters Smoothing, *Journal of Forecasting*, 29, 285-300.

Gelper, S. and Croux, C. (2010) On the Construction of the European Economic Sentiment Indicator, *Oxford Bulletin of Economics and Statistics*, 72, 47-62.

Caliskan, D., Croux, C. and Gelper, S. (2009) Efficient and Robust Scale Estimation for Trended Time Series, *Statistics & Probability Letters*, 79, 1900-1905.

Gelper, S., Schettlinger, K., Croux, C. and Gather, U. (2009) Robust Online Scale Estimation in Time Series: A Model-Free Approach, *Journal of Statistical Planning and Inference*, 139, 335-349.

Gelper, S. and Croux, C. (2007) Multivariate Out-of-Sample Tests for Granger Causality, *Computational Statistics & Data Analysis*, 51, 3319-3329

Gelper, S., Lemmens, A. and Croux, C. (2007) Consumer Sentiment and Consumer Spending: Decomposing the Granger Causal Relationship in the Time Domain, *Applied Economics*, 39, 1-11.

Work in Progress

Bombaij, N, Gelper, S., Dekimpe, M. (2024) Loyalty-Program Promotions: How Brands Capitalize on Retailers' Temporary Loyalty Programs

Torkaman, S, Gelper, S., Mutlu, N., Van Woensel, T. (2024) From Return to Exchange: The Value of an Omnichannel Journey

Gelper, S. Lamey, L., Breugelmans, E. (2024) Grocery shopping and the cost of living: (For whom) Does inflation matter?

Kocaman, B., Gelper, S., Langerak, F., Van Woensel, T. (2024) Implications of B2B Shipping Subscription on Multichannel Purchases.

Research Awards

2022 Finalist EMAC Best Paper Award for articles published in the *International Journal of Research in Marketing* in 2022

2018 Finalist for the Thomas P. Hustad Best Paper Award for articles published in the *Journal of Product Innovation Management* in 2018

2017 Winner, as co-author, of Christer Karlsson Best Paper Award at the 24th Innovation and Product Development Conference in 2017. (joint work with Ramon Eliëns, Katrin Eling and Fred Langerak)

International Research Visits

July 2023	IDC Herzliya Business School, Tel Aviv
February 2020	EM Lyon, Lyon
July – August 2012	Wharton Business School, Philadelphia
April – May 2012	HKUST Business School, Hong Kong
January 2012	IDC Herzliya Business School, Tel Aviv
April 2006	Faculty of Statistics, TU Dortmund

Ph.D. Supervision

2023 - present	Noortje Gevers, Ph.D. in Marketing Analytics, University of Luxembourg “Dynamic Pricing in B2B”
2022 - present	Tolunay Alankaya, Ph.D. in Operations Research, TU/e “The B2B Digital Transition”
2020 - present	Tim Cosemans, Ph.D. in Marketing, TU/e “Marketing Analytics: The B2B Customer Journey”
2020 - present	Marieh Kadivar, Ph.D. in Innovation Management, TU/e “Expert vs. Algorithmic Decision Making”
2020 - 2025	Somayeh Torkaman, Ph.D. in Operations Research, TU/e “Omni-Channel Retailing” now Assistant Professor at TU Delft
2018 - 2022	Baris Kocaman, Ph.D. in Marketing, TU/e “The B2B Subscription Economy” now Assistant Professor at Vrije Universiteit Amsterdam
2016 – 2021	Nick Bombaïj, Ph.D. in Marketing, Tilburg University “Effectiveness of Loyalty Programs” now Assistant Professor at University of Amsterdam
2014 – 2019	Ramon Eliëns, Ph.D. in Innovation Management, TU/e “Decision Making in the New Product Development Process”

Service

Area Editor at the *International Journal of Research in Marketing*

Reviewer for *Management Science*, *Journal of Marketing*, *Journal of Applied Econometrics*, *Journal of Retailing*, *International Journal of Forecasting*, *Journal of Forecasting*, *Computational Statistics & Data Analysis*, *Statistica Neerlandica*, *Quality and Reliability Engineering International*, *Southern Economic Journal*

Funding

- 2021 AI Planner of the Future: Joint research project funded by ESCF, EAISI, LCB, and IE&IS. The program funds 10 Ph.D. students (TU/e).
- 2020 Freight Traffic Management as a Service (FTMAAS): NWO and TKI Dinalog grant to build a Sustainable Living Lab. The program funds one Ph.D. student (TU/e), two post-docs (TU Delft), and the development costs of the Living Lab innovations.
- 2017 Data2Move: NWO grant on Big Data and Logistics. The program funded two Ph.D. students (TU/e) and one post-doc (TU/e).
- 2015 BrandLoyalty Ph.D. funding in collaboration with JADS. The program funded three Ph.D. students (one at TU/e, two at Tilburg University).
- 2010 EU-FP7 Marie Curie Post-Doctoral Intra-European Fellowship, 2-year personal salary grant.

Teaching

Teaching Experience

- 2023 – present Marketing, Bachelor in Business Administration, University of Luxembourg
- 2024 – present Marketing Analytics, PhD Course in the DSEFM program, University of Luxembourg
- 2020 – 2022 Statistics for IE, BSc Industrial Engineering, TU/e
- 2014 – 2022 Multivariate Statistics, MSc Innovation Management & MSc Operations Management and Logistics, TU/e
- 2018 – 2019 Methodology for IE Research, BSc Industrial Engineering, TU/e
- 2014 – 2020 Marketing in Action (with Markstrat), BSc Multidisciplinary, TU/e
- 2012 – 2014 Marketing Management, BSc Business Administration, RSM
- 2012 – 2014 Marketing, MSc in Management, RSM
- 2011 EDEN Doctoral Seminar on Statistical Methods for Management Research, Katholieke Universiteit Leuven

2009 – 2011	Marketing Management, BSc Economics, Erasmus School of Economics
2008	Quantitative Management Methods, BSc Applied Economics, Katholieke Universiteit Leuven

Teaching Certificate

2016	University Teaching Qualification (BKO), TU/e
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Master and Bachelor Thesis Supervision

More than 10 years of experience, in total more than 50 students. I strongly encourage my thesis students to combine their thesis with an industry internship.

Teaching Awards

2021	Nominee Education Award Industria TU/e, MSc Operations Management & Logistics
2019	Winner Education Award Industria TU/e, MSc Innovation Management
2018	Nominee best Master lecturer TU/e
2017	Winner Education Award Industria TU/e, MSc Innovation Management
2016	Nominee Education Award Industria TU/e, MSc Operations Management & Logistics
2016	Nominee best Master lecturer TU/e
2015	Winner Education Award Industria TU/e, MSc Innovation Management
2013	Nominee RSM Professor Awards, BSc Business Administration