Marketing Seminar Series

Textual BIG Data Handling Methods from Social Media: Introduction & Marketing Applications

Kristoff Coussement, Belgium

Abstract: Companies’ decision-making processes about customers have undergone a tremendous shift in the last twenty years due to the explosion of in-company consumer communications collected through recent developments in information technology (IT) and the Internet. This massive collection of (textual) consumer data is often referred to as big data. These developments have created huge challenges for organizations and their decision makers. Thus, the need to effectively and efficiently manage the inflow of textual company data, and to convert the underlying data patterns into relevant company insights have led to the ever-growing popularity of big data marketing analytics. Constructing new decision support systems that help CRM managers in better understanding the behavior of their customers using the huge variety of online customer/brand information on social media is a challenging research opportunity. Therefore, this research presentation will introduce its attendees to textual data handling methods and illustrate these practices with ongoing research findings.

Presenter: Kristof Coussement is Associate Professor of Marketing Analytics at IÉSEG School of Management (Lille|Paris, France) (EQUIS,AACSB). He teaches several marketing courses including “Customer Relationship Management” and “Database Marketing”. His main research interests are all aspects in Customer Intelligence and Social Media & Online Community Intelligence using data- and text-mining techniques. He is publishing in international peer-reviewed journals such as Decision Support Systems, Information & Management, European Journal of Operational Research, Computational Statistics & Data Analysis, Journal of Business Research, European Journal of Marketing and Expert Systems with Applications. Moreover, he is co-author of the book “Marketing Research With SAS Enterprise Guide” (2011, with Nathalie Demoulin and Karine Charry) and “Advanced Database Marketing” (2013, with Koen W. De Bock and Scott A. Neslin).

Date: Wednesday, 26th March 2014
Time: 11:00am—12:00pm (Morning tea will be served at 10:45am, BYO coffee/tea)
Venue: BUSN201 (Case Study Room)
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