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**Academic Background:**

Ph.D. (Marketing) University of Pennsylvania (1990)

**Previous Appointments:**

Assistant Professor, University of Chicago (1990-95)

**Recent Publications:**

- Kotabe, M. and K. Helsen (2007), *Global Marketing Management* (4<sup>th</sup> edit.), New York, NY: John Wiley & Sons.
- Cleeren, Kathleen, Marnik G. Dekimpe, and Kristiaan Helsen (2007), "Weathering Product-Harm Crises," *Journal of the Academy of Marketing Science*, forthcoming.
- van Heerde, Harald, J. , Kristiaan Helsen, and Marnik G. Dekimpe (2007), "The Impact of a Product-Harm Crisis on Marketing Effectiveness," *Marketing Science*, forthcoming
- Heil, O.P. and K. Helsen (2001), "Toward an Understanding of Price Wars: Their Nature and How They Erupt," *International Journal of Research in Marketing*, 18 (1-2), 83-98.

**Older Publications:**

- Helsen, K. and D. 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 Operations Research*, 76, 359-374.
- Helsen, K., K. Jedidi, and W. S. DeSarbo (1993), "A New Approach to Country Segmentation Using Multinational Diffusion Patterns," *Journal of Marketing*, 57 (October), 60-71.
- Helsen, K. and D.C. Schmittlein (1993), "Analyzing Duration Times in Marketing: Evidence for the Effectiveness of Hazard Rate Models," *Marketing Science*, 12 (Fall), 395-414.
- Helsen, K. and D.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, K. and D. C. Schmittlein (1992), "Some Characterizations on Purchase Acceleration Under Uncertainty," *Marketing Letters*, 3, 5-16.
- Gatignon, H., E. Anderson, and K. Helsen (1989), "Competitive Reactions to Market Entry: Explaining Interfirm Differences," *Journal of Marketing Research*, 26, 44-55.