

# NILS VAN DEN STEEN

Cox School of Business  
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## PROFESSIONAL EXPERIENCE

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### SMU Cox School of Business, Dallas, Texas, USA

Visiting Clinical Professor of Information Technology and Operations Management 2021-2022  
Visiting Scholar - *Research Grant Awarded by Research Foundation – Flanders* March – June 2019

### Ghent University, Ghent, Belgium

Teaching Assistant & Ph.D Researcher 2015-2021

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## EDUCATION

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### Ghent University, Ghent, Belgium

Ph.D., Business Economics 2015-2021

*Dissertation: "Process Digitalization in Business-to-Business Transactions"*

M.S., Business Engineering – Operations Management – Magna cum laude 2013-2015

*Thesis: "Delineating the Business Value of the Internet of Things"*

B.S., Business Engineering – Cum laude 2010-2013

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## RESEARCH INTERESTS

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### Subject Areas

- Business-Information Systems Interface
- Technology Management
- B2B Electronic Commerce

### Methodology

- Field Studies (*Surveys & Interviews*)
- Structural Equation Modeling
- Machine Learning

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## MANUSCRIPTS UNDER REVIEW/WORKING PAPERS

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1. **Van den Steen N.**, Muylle S., Basu A., Standaert W. "It Takes Two to Tango: The Impact of Digital Technology Choices By Buyers and Sellers in Open Market Transactions"
  - Under review at *Information Systems Research*
2. **Van den Steen N.**, Muylle S., Basu A., Standaert W. "An Analysis of The Impact of Open Market Transaction Digitalization"
3. **Van den Steen N.**, Muylle S., Basu A., Standaert W. "An Analysis of Process-Technology Fit in Open Market Transaction Digitalization"

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## SELECTED WORK IN PROGRESS

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4. **Van den Steen N.**, Muylle S., Basu A., Standaert W. "Configuration Digitalization: A Dyadic Perspective" – *Status: Empirical Analysis*

5. **Van den Steen N.** “Beyond Efficiency - The Influence of Interorganizational Systems on Customer Lifetime Value: Evidence from the Logistics Industry” – *Status: Empirical Analysis*

## CONFERENCE PROCEEDINGS/PRESENTATIONS

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- **“How Should Firms Prioritize their Transaction Digitalization Efforts: Insights from Research on Buyer-supplier Dyads”** - with Muylle S., Basu A., & Standaert W. *INFORMS Annual Conference, November 2020, Virtual Conference*
- **“Digitized B2B Transactions: Open Issues”** - with Muylle S., Basu A., & Standaert W. *36<sup>th</sup> Annual Industrial Marketing and Purchasing (IMP) Conference, September 2020, Virtual Conference*
- **“Digitization in B2B Buying and Selling”** – with Basu A., Muylle S., & Standaert W. *Proceedings of the 53rd Hawaii International Conference on System Sciences (HICSS), January 2020, Maui, HI.*
- **“Buyer and Supplier Perspectives on the Transactional use of Digital Technologies”** - with Muylle S., Basu A., & Standaert W. *INFORMS Annual Conference, November 2018, Phoenix, AZ.*

## TEACHING INTERESTS

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<b>Operations &amp; Analytics</b>		<b>Methodological</b>
- Operations Management	- B2B E-commerce	- Introduction to ML
- Operations Research	- Analytical CRM	- Introduction to R / Python
- Predictive Analytics	- Business Development	- Structural Equation Modelling

## TEACHING EXPERIENCE

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**Business-to-business Marketing** (Graduate core course) Fall 2015-2020

- Flipped classroom centered around case-based learning, on avg. 150 students per year
- Performed all assistant teaching duties, including lecturing, updating course material, and mentoring 30 teams of students on their industry involved projects

**Business and International Marketing** (Graduate elective course) Spring 2015-2020

- Formal lectures, on avg. 125 students per year
- Performed all assistant teaching duties, including clerical work and arranging presentations by industry speakers

**Thesis Mentorship** (M.S. in Business Engineering, majoring in OM or Data Analytics)

- Performed role of thesis supervisor for the following graduate students
  - 2019-2021:** 7 students (topics on B2B platforms & transaction digitalization)
  - 2018-2020:** 14 students (topics on AI use in B2B sales & IOS use in business)
  - 2017-2019:** 2 students (AI use in B2B relationships & IoT business value)
  - 2016-2018:** 10 students (topics on AI and IoT applications in business)
  - 2015-2017:** 4 students (topics on IoT applications in business)
  - 2015-2016:** 4 students (topics on B2B sales and procurement digitalization)

## **SERVICE TO DISCIPLINE & UNIVERSITY**

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### **Ad-hoc Reviewer**

- Hawaii International Conference on System Sciences (HICSS)
- Annual Industrial Marketing and Purchasing (IMP) Conference

### **Member of Department Board**

2018-2021

- Performed the role of representative of the teaching assistants and doctoral students in the department (voting member)

## **REFERENCES**

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### **Prof. Steve Muylle**

Vlerick Business School – Department of Digital Strategy & Business Marketing

Ghent University – Department of Marketing, Innovation & Organization

E-mail: [steve.muylle@vlerick.com](mailto:steve.muylle@vlerick.com)

### **Prof. Derrick Gosselin, FRSA MAE EASAC FIEE**

Associate Fellow Green Templeton College | Associate Fellow Oxford Martin School

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