

My first blog just leaked... What should I do?



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Hi there! Welcome to NADI-CeRCLe's blog, the perfect place to discover our center, stay up-to-date with our latest research projects, and be inspired! Our first blogs will be dedicated to the introduction of each center member, their respective stories, and their research interests. I am Victor Sluyters, and I am honored to have the opportunity to inaugurate this blog!

As you can understand from the title, my humor perfectly represents myself: subtle, funny, and basically something you want in your life. On a more serious note, I am a third-year PhD student and teaching assistant under the supervision of Professor Wafa Hammedi, the head of the center, and Professor Yves Van Vaerenbergh (KU Leuven). My research focuses on data breach recoveries, but more on that later! I am passionate about human behaviors and decision-making. This passion drove me to do a PhD in Marketing and Service Management despite a strong finance and data science background. However, switching completely from finance to marketing would have been too difficult. It would have erased a part of the person I became. Therefore, this background still "haunts" my research: I am keen on working with quantitative methodologies and databases, especially finance-related ones.

Later has come, dear visitor! Let's Talk About Service (kidding). Let's talk about my research topic. As mentioned, I am currently working on the recovery strategies companies can undertake and the capabilities they can develop to reduce the adverse consequences of a data breach. To date, very few studies have investigated these aspects in the context of data breaches (Masuch et al., 2022). Given the ever-growing frequency, colossal costs, and difficulty of being immune to data breaches, additional research on recovery and crisis management in this context seems needed (Lohrke & Frownfelter-Lohrke, 2023; Nikkhah & Grover, 2022; Rasouljan et al., 2023).





In my research, I am mainly interested in two critical managerial indicators: stock performance and electronic word-of-mouth (eWOM). I use financial methodologies, such as event studies or spatial econometrics, to determine which factors help reduce the breach's negative effects on financial performance and eWOM of the breached firm and its competitors.

What do you think of this first blog? Did it inspire you? Does it connect to one of your research interests? Share your thoughts in the comments below—we'd love to hear from you!



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Thank you for reading and being part of our community!