

# Zhenzhen ZHAO

Professeur associé

Académie : Digitalisation

Centre de recherche : Marketing Interactions

Campus : Paris

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## Intérêts de recherche

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Consumer Behavior, Design, Digital Marketing, Human-Computer Interaction (HCI), Innovation

## Domaines d'enseignement

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Creative Content Design, Design Thinking, Digital Marketing, User Experience Design

## Formation

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2012 PhD in Computer Science, Télécom Paris, France

2008 MSc in Information systems and Communications, Beijing University of Posts and Telecommunications (BUPT), Chine

## Expérience Professionnelle

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### Positions académiques principales

Depuis 2019 Associate Professor, SKEMA Business School, France

2016 - 2019 Research Professor, ISC Paris, France

### Autres affiliations académiques

2013 - 2016 Senior Researcher, Institut Mines-Télécom Business School, France

2012 Visiting Researcher, Tsinghua University, Chine

2011 Visiting Researcher, Vrije Universiteit Brussel, Belgique

2010 - 2011 Visiting Researcher, Fraunhofer FOKUS, Allemagne

## Publications

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### Articles académiques revus

ZHAO, Z., HAIKEL-ELSABEH, M., BAUDIER, P., RENARD, D. et BREM, A. (2023). Need for Uniqueness and Word of Mouth in Disruptive Innovation Adoption: The Context of Self-Quantification. *IEEE Transactions on Engineering Management*, 70(6), pp. 2006 - 2016.

ZHAO, Z. et HUANG, Z. (2023). Expert-centric design inspection of branded apps: a close look at marketing and interface design features. *Information Technology and People*, 36(4), pp. 1385-1413.

ZHAO, Z., HAIKEL-ELSABEH, M., BAUDIER, P., RENARD, D. et BREM, A. (2023). Functional, hedonic, and social motivated consumer innovativeness as a driver of word-of-mouth in smart object early adoptions: an empirical examination in two product categories. *International Journal of Technology Management*, 95(1-2), pp. 226-252.

- SONG, X., XU, B. et ZHAO, Z. (2022). Can People Experience Romantic love for Artificial Intelligence? An Empirical Study of Intelligent Assistants. *Information and Management*, 59(2), pp. 103595.
- ZHAO, Z. et OBEROI, P. (2022). Designing crowdsolving Ba: A closer look at the features of crowdsolving platforms to manage organizational knowledge. *Information and Management*, 59(4), pp. 103641.
- ZHAO, Z. (2019). Idea crowdsourcing for innovation: Fundamentals and recommendations. *Management & Data Science*, 3(2).
- HAIKEL-ELSABEH, M., ZHAO, Z., IVENS, B. et BREM, A. (2019). When is brand content shared on Facebook? A field study on online Word-of-Mouth. *International Journal of Market Research*, 61(3), pp. 287-301.
- ZHAO, Z. et RENARD, D. (2018). Viral promotional advergames: how intrinsic playfulness and the extrinsic value of prizes elicit behavioral responses. *Journal of Interactive Marketing*, 41, pp. 94-103.
- ELMOUKHLISS, M., RENARD, D., ZHAO, Z. et BALAGUÉ, C. (2017). De la compétition à la coopétition : les nouvelles formes de crowdsourcing d'idées. *Revue Française de Gestion*, 43(267), pp. 11-24.
- ZHAO, Z., RENARD, D., ELMOUKHLISS, M. et BALAGUÉ, C. (2016). What affects creative performance in idea co-creation: competitive, cooperative or coopetitive climate? *International Journal of Innovation Management*, 20(4), pp. 1640002.
- ZHAO, Z. et BALAGUÉ, C. (2015). Designing branded mobile apps: Fundamentals and recommendations. *Business Horizons*, 58(3), pp. 305-315.
- LAGA, N., BERTIN, E., CRESPI, E., BEDINI, I. et ZHAO, Z. (2013). A flexible service selection for executing virtual services. *World Wide Web*, 16, pp. 219-245.
- ZHAO, Z., CRESPI, N. et BHATTARAI, S. (2012). The design, implementation and usage analysis of an event-based consumer mashup system. *International Journal of Web and Grid Services*, 8(2), pp. 173-199.
- ZHANG, H., ZHAO, Z., SIVASOTHY, S., HUANG, C. et CRESPI, N. (2010). Quality-assured and sociality-enriched multimedia mobile mashup. *Wireless Personal Communications*, 2010, pp. 721312.
- CHEN, J., ZHAO, Z., QU, D. et ZHANG, P. (2008). A policy-based approach for reconfiguration management and enforcement in autonomic communication systems. *Wireless Personal Communications*, 45, pp. 145-161.

### Chapitres d'ouvrage

- ZHAO, Z. et BALAGUÉ, C. (2017). From social networks to mobile social networks: applications in the marketing evolution. Dans: Sajad Rezaei (ed.). *Apps management and e-commerce transactions in real-time*. 1st ed. IGI Global, pp. 26-50.
- BALAGUÉ, C. et ZHAO, Z. (2017). Mobile social commerce. Dans: Sajad Rezaei (ed.). *Apps management and e-commerce transactions in real-time*. 1st ed. London: IGI Global, pp. 159-175.

### Actes d'une conférence

- ZHAO, Z. et BALAGUÉ, C. (2014). A design framework of branded mobile applications. *International Conference on Human-computer interaction with mobile devices & services*, September 2014, pp. 507-512.
- ZHAO, Z., LIU, J. et CRESPI, N. (2012). Dig-event: let's socialize around events. *ACM Conference on Computer Supported Cooperative Work Companion (CSCW)*, February 2012, pp. 279-280.
- YAO, P., HU, Z., ZHAO, Z. et CRESPI, N. (2012). A study of social behavior in collaborative user generated services. *International Conference on Ubiquitous Information Management and Communication*, February 2012(28), pp. 1-6.
- ZHAO, Z., HUANG, X. et CRESPI, N. (2012). A system for web widget discovery using semantic distance between user intent and social tags. *International Conference on Social Informatics*, December 2012, pp. 1-14.
- DEMEY, Y. et ZHAO, Z. (2012). On Semantics in Onto-DIY. *OTM 2012: On the Move to Meaningful Internet Systems*, pp. 538-542.
- ZHAO, Z., LAGA, N. et CRESPI, N. (2011). User-centric service selection, integration and management through daily events. *IEEE International Conference on Pervasive Computing and Communications (PERCOM)*, pp. 94-99.

ZHAO, Z., BHATTARAI, S., LIU, J. et CRESPI, N. (2011). Mashup services to daily activities: end-user perspective in designing a consumer mashups. *International Conference on Information Integration and Web-based Applications & Services*, December 2011, pp. 222-229.

XU, W., HU, Z., GONG, T. et ZHAO, Z. (2011). Towards a dynamic social-network-based approach for service composition in the Internet of Things. *ICMV - International Conference on Machine Vision*, (835035).

ZHAO, Z., BHATTARAI, S. et CRESPI, N. (2011). An event-based functionality integration framework. *IEEE International Conference on Web Services (ICWS)*, pp. 720-721.

ZHAO, Z., LIU, J. et CRESPI, N. (2011). The design of activity-oriented social networking: Dig-event. *International Conference on Information Integration and Web-based Applications & Services*, December 2011, pp. 420-425.

BHATTARAI, S., ZHAO, Z. et CRESPI, N. (2010). Consumer mashups: end-user perspectives and acceptance model. *International Conference on Information Integration and Web-based Applications & Services*, November 2010, pp. 930-933.

ZHAO, Z., LAGA, N. et CRESPI, N. (2009). A survey of user generated service. *IEEE International Conference on Network Infrastructure and Digital Content*, pp. 241-246.

ZHAO, Z., LAGA, N. et CRESPI, N. (2009). The incoming trends of end-user driven service creation. *International Conference on Digital Business, LNICST(21)*, pp. 98-108.

ZHAO, Z., CHEN, J. et CRESPI, N. (2008). A policy-based framework for autonomic reconfiguration management in heterogeneous networks. *International Conference on Mobile and Ubiquitous Multimedia*, December 2008, pp. 71-78.

### **Présentations dans des conférences**

ZHAO, Z. et OBEROI, P. (2019). Understanding crowdsolving platforms' design features: A conceptual study based on design thinking and knowledge creation. Dans: AMA (American Marketing Association) Conference. San Diego.

LEJEALLE, C., ZHAO, Z. et RENARD, D. (2019). Uber and Tinder: Impact of social presence on privacy intrusiveness in GeoMatching Apps. Dans: European Marketing Academy Conference. Hamburg.

RENARD, D., ZHAO, Z. et LEJEALLE, C. (2019). Privacy paradox in location-based services: the role of social presence. Dans: ICA (International Communication Association). Washington, D.C.

ZHAO, Z. et OBEROI, P. (2018). Understanding crowdsolving platforms from a design perspective. Dans: GIKA (Global Innovation and Knowledge Academy). Valence.

ZHAO, Z. et RENARD, D. (2016). What Affects Consumers' Brand Perceptions and Behaviors through Viral Promotional Advergaming? Intrinsic Playfulness or Extrinsic Value of Prizes. Dans: Journée de recherche sur le marketing digital. Paris.

ZHAO, Z., ELMOUKHLISS, M. et RENARD, D. (2016). Coopetition innovation contests: design and effects on user behaviors. Dans: ICTO Conference (Information and Communication Technologies in Organizations and Society). Paris.

ZHAO, Z. et BALAGUÉ, C. (2015). The New Trends of Mobile Social Commerce Applications. Dans: European Marketing Academy Conference. Leuven.

ZHAO, Z. et BALAGUÉ, C. (2014). The MUST Mix Strategy for branded mobile applications. Dans: ICMB: International Conference of Mobile Business. London.

### **Présentations dans des séminaires de recherche**

ZHAO, Z. (2022). Interface design in digital innovation. University of Stuttgart.

## **Autres activités de recherche**

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### **Relecteur pour :**

Information and Management, Information and Management, Information and Management, Information and Management, Technological Forecasting and Social Change

### **Supervision de thèses / HDR**

- 2021 C. GIRI, sous la supervision de X. ZHANG, Doctorat, Membre de jury
- 2018 L. YIN, sous la supervision de L. GUO, Doctorat, Rapporteur
- 2017 M. FU, sous la supervision de L. GUO, Doctorat, Rapporteur
- 2016 R. SHARMA, sous la supervision de L. GUO, Doctorat, Rapporteur

### **Autres activités académiques**

- 2019 - 2022 Committee member, International conference on FEMIB