Zakaria BABUTSIDZE

Professor

Academy: Innovation

Research center: Knowledge, Technology and Organization

Campus: Sophia Antipolis

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Research interests

communication and interaction, individual decision-making, green consumer behavior, digital consumer behavior

Education

2019	HDR in Economics, Université Côte d'Azur, France
2010	Ph.D. in Economics, Maastricht University, The Netherlands
2005	MA in Economics, Central European University, Hungary
2003	BA in Economics, Tbilisi State University, Georgia

Experience

Full-time academic positions

Since 2021	Professor of Economics, SKEMA Business School, France
2014 - 2021	Associate Professor of Economics, SKEMA Business School, France
2011 - 2014	Assistant Professor of Economics, SKEMA Business School, France

Other academic affiliations and appointments

Since 2011	Economist, OFCE - Sciences Po Paris, France
2022	Visiting Scholar, Poole College of Management, North Carolina State University, United States of America
2014 - 2021	Founding Director of MSc Digital Business and Artificial Intelligence, SKEMA Business School, France
2019	Visiting Research Fellow, Griffith Business School, Griffith University, Australia
2017 - 2019	Adjunct Professor, Sciences Po Paris, France
2010 - 2012	Researcher, Center for Social Sciences, Tbilisi State University, Georgia
2010	Visiting Scholar, Robert H.Smith School of Business, University of Maryland, United States of America
2005 - 2010	PhD fellow, UNU-MERIT, Maastricht University, The Netherlands

Research grants, Awards and Honors

Awards and Honors

2015	SMBG special prize for innovation 2015 awarded to MSc Digital Business (in the capacity of the Academic Director), SMBG
2011	The Best Young Scholar Paper Award, DIME final conference / DIME network of Excellence
2009	The Outstanding PhD Paper Award, European Meeting on Applied Evolutionary Economics

Research Grants

2019	Short-term visiting research fellowship, Griffith Business School, Griffith University, Australia
2018	Digital Systems for Humans research grant, Université Côte d'Azur, France
2017	Academy 2 research grant, Université Côte d'Azur, France
2017	Innovation programme research grant, Université Côte d'Azur, France
2016	Academy 3 research grant, Université Côte d'Azur, France
2016	Academy 1 research grant, Université Côte d'Azur, France
2013	Program on contribution economy research grant, Sloan Foundation, United States of America
2010	METEOR International Academic Travel grant, Maastricht University, The Netherlands
2010	Academic Caucasus Research Net grant, University of Fribourg, Switzerland
2008	UM research grant, Maastricht University, The Netherlands

Publications

Peer-reviewed journal articles

TIMUȘ, N. and BABUTSIDZE, Z. (2026). Evaluating institutional levers for promoting inclusive pedagogy in higher education. *European Journal of Higher Education*, pp. 1-17.

BABUTSIDZE, Z. and CHAI, A. (2025). Time's up! How Rising Wages and Time Stress Shapes Green Preferences. *Kyklos*, 78(2), pp. 546-568.

BABUTSIDZE, Z., BONETTO, F., HANAKI, N. and IACOPETTA, M. (2025). Money, Inflation Tax, and Trading Behavior: Theory and Laboratory Experiments. *Journal of Economic Dynamics and Control*, 170.

BABUTSIDZE, Z., RAND, W., MIRZAYEV, E., HANAKI, N., RAFAI, I., DELAHAYE, T. and ACUNA AGOST, R. (2025). Choice Modeling With Context Effects: Generalization for Observational Data. *Journal of Behavioral Decision Making*, 38(4), pp. e370030.

TIMUS, N., BARTLETT, M.E., BARTLETT, J.E., EHRLICH, S. and BABUTSIDZE, Z. (2024). Fostering inclusive higher education through universal design for learning and inclusive pedagogy – EU and US faculty perceptions. *Higher Education Research & Development*, 43(2), pp. 473-487.

ZYLBERSTEJN, A., BABUTSIDZE, Z., HANAKI, N. and HOPFENSITZ, A. (2024). How beautiful people see the world: Cooperativeness judgments of and by beautiful people. *Journal of Economic Behavior and Organization*, 218, pp. 296-308.

FISAR, M., GREINER, B., HUBER, C., KATOK, E., OZKES, A. and MANAGEMENT SCIENCE REPRODUCIBILITY COLLABORATION, Z. (2024). Reproducibility in Management Science. *Management Science*, 70(3), pp. 1343-2022, iii-iv.

BABUTSIDZE, Z., GUERZONI, M. and RISO, L. (2024). Time varying effects and firms' survival: A novel data-driven method for drift identification and variable selection. *Eurasian Business Review*, 14, pp. 285-318.

ZYLBERSTEJN, A., BABUTSIDZE, Z., HANAKI, N. and ROUL, M.S. (2024). Anonymity, nonverbal communication and prosociality in digitized interactions: An experiment on charitable giving. *Journal of Economic Psychology*, 105, pp. 102769.

BAGOZZI, R., SOSCIA, I. and BABUTSIDZE, Z. (2024). Yes, we care! Consumer emotional responses to corporate neglect of climate change and the role of individual differences.. *Journal of Consumer Affairs*, 58(4), pp. 1161-1192.

BABUTSIDZE, Z., GUERZONI, M. and RISO, L. (2024). Correction: Time varying effects in survival analysis: a novel datadriven method for drift identification and variable selection. *Eurasian Business Review*, 14, pp. 547-549.

BABUTSIDZE, Z., BLANKENBERG, A.K. and CHAI, A. (2023). The effect of traditional media consumption and internet use on environmental attitudes in Europe. *Journal of Evolutionary Economics*, 33(2), pp. 309-340.

RAFAI, I., BABUTSIDZE, Z., DELAHAYE, T., HANAKI, N. and ACUNA-AGOST, R. (2022). No Evidence of Attraction Effect Among Recommended Options: A large-scale field experiment on an online flight aggregator. *Decision Support Systems*, 153, pp. 113672.

LONG, T., KLEEREBEZEN, R., PANTALÉON, N. and BABUTSIDZE, Z. (2021). Does the fact of undergoing natural hazards influence people's environmental values and ecological commitment? *Environmental Values*, 30(5), pp. 539-564.

BABUTSIDZE, Z., HANAKI, N. and ZYLBERSTEJN, A. (2021). Nonverbal content and swift trust: An experiment on digital communication. *Economic Inquiry*, 59(4), pp. 1517-1532.

ZYLBERSTEJN, A., BABUTSIDZE, Z. and HANAKI, N. (2021). Predicting trustworthiness across cultures: An experiment. *Frontiers in Psychology*, 12.

BABUTSIDZE, Z. and IACOPETTA, M. (2021). The Emergence of Money: Computational approaches with fully and boundedly rational agents. *Computational Economics*, 58(1), pp. 3-26.

ZYLBERSTEJN, A., BABUTSIDZE, Z. and HANAKI, N. (2020). Preferences for observable information in a strategic setting: An experiment. *Journal of Economic Behavior and Organization*, 170, pp. 268-285.

BRADLEY, G.L., BABUTSIDZE, Z., CHAI, A. and RESER, J.P. (2020). The role of climate change risk perception, response efficacy, and psychological adaptation in pro-environmental behavior: A two nation study. *Journal of Environmental Psychology*, 68, pp. 101410.

BABUTSIDZE, Z. and VALENTE, M. (2019). A trick of the tail: The role of social networks in shaping distributional properties of experience-good markets. *Industrial and Corporate Change*, 28(3), pp. 459-475.

BABUTSIDZE, Z. and CHAI, A. (2018). Look at me saving the planet! The imitation of visible green behaviour in local regions and its impact on the climate value-action gap. *Ecological Economics*, 146, pp. 290-303.

BABUTSIDZE, Z. (2018). Pirated Economics. *South Eastern Europe Journal of Economics*, 16(2), pp. 209-219.

BABUTSIDZE, Z. (2018). The rise of electronic social networks and implications for advertisers. *Technological Forecasting and Social Change*, 137, pp. 27-39.

BABUTSIDZE, Z. (2017). Consumer Interaction and Innovation Incentives. *International Journal of Computational Economics and Econometrics*, 7(3), pp. 280-301.

BABUTSIDZE, Z. (2017). Duopolistic Price Competition with Captives. *Metroeconomica*, 68(4), pp. 903-926.

BABUTSIDZE, Z. (2016). Innovation, competition and firm size distribution on fragmented markets. *Journal of Evolutionary Economics*, 26, pp. 143-169.

BABUTSIDZE, Z. and IACOPETTA, M. (2016). Innovation, growth and financial markets. *Journal of Evolutionary Economics*, 26, pp. 1-24.

TIMUS, N. and BABUTSIDZE, Z. (2016). Pirating European Studies. *JCER - Journal of Contemporary European Research*, 12(3), pp. 783-791.

BABUTSIDZE, Z. and COWAN, R. (2014). Showing or telling? Local interaction and organization of behavior. *Journal of Economic Interaction and Coordination*, 9(2), pp. 151-181.

BABUTSIDZE, Z., LOMITASHVILI, T. and TURMANIDZE, K. (2013). Influential individuals on social networks: An example of Facebook in Georgia. *European Scientific Journal*, 9(10), pp. 320-330.

BABUTSIDZE, Z., LOMITASHVILI, T. and TURMANIDZE, K. (2013). The structure of the Georgian blogosphere and its implications for information diffusion. *International Journal of Social Network Mining*, 1(3-4), pp. 280-297.

BABUTSIDZE, Z. (2012). A comment on "On ants and voters: Maximum entropy predictions of agent-based models with recruitment" by Sylvain Barde. *Revue de l'OFCE*, 124, pp. 33-36.

BABUTSIDZE, Z. (2012). A reply to Tiziana Assenza's comment on "Asymmetric (S,s) pricing: Implications for monetary policy. *Revue de l'OFCE*, 124, pp. 44-46.

BABUTSIDZE, Z. (2012). Asymmetric (S,s) pricing: Implications for monetary policy. *Revue de l'OFCE*, 124, pp. 177-204.

BABUTSIDZE, Z. (2012). How consumers make choices? A survey of evidence. *Journal of Economic Surveys*, 26(4), pp. 752-762.

BABUTSIDZE, Z. (2011). On the performance of the representative agent during out-of equilibrium dynamics. *Economics Bulletin*, 31(1), pp. 874-882.

BABUTSIDZE, Z. (2011). Returns to product promotion when consumers are learning how to consume. *Journal of Evolutionary Economics*, 21, pp. 783-801.

Books and book editor

BABUTSIDZE, Z. (2010). *Essays on Economies with Heterogeneous Interacting Consumers*. Maastricht: Datawyse, 135 pages.

Book chapters

BABUTSIDZE, Z. and CHAI, A. (2023). Evolutionary Consumption Theory. In: K. Dopfer, R. Nelson, J. Potts and A. Pyka eds. *Handbook of Evolutionary Economics*. 1st ed. Routledge, pp. 261-274.

TIMUS, N. and BABUTSIDZE, Z. (2022). Building Human Capital for the Twenty-First Century. In: Kaplan Andreas (ed.). *Digital Transformation and Disruption of Higher Education*. 1st ed. Cambridge University Press, pp. 147-158.

LONG, T., PANTALÉON, N., KLEEREBEZEN, R. and BABUTSIDZE, Z. (2018). Perceptions du changement climatiques et engagement écologique. In: *Guide de la transition écologique et citoyenne*. 1st ed. AT06, pp. 83-86.

BABUTSIDZE, Z. (2012). Consumer learning through interaction: effects on aggregate outcomes. In: Guido BUENSTORF (ed.). *Evolution, Organization and Economic Behavior*. 1st ed. Cheltenham: Edward Elgar Publishing.

Conference proceedings

BABUTSIDZE, Z., DELICIK, E.B. and DIBIAGGIO, L. (2024). Co-Authorship as the Means to Build Social Capital and its Effects on Scientific Productivity. *Academy of Management Proceedings*, 2024(1).

DELICIK, E.B., DIBIAGGIO, L. and BABUTSIDZE, Z. (2023). Collaboration Networks and Inventor's Creativity: The Interplay Between Knowledge and Brokerage. *Academy of Management Proceedings*.

BABUTSIDZE, Z. and VINCILEONI, D. (2022). Behavioral changes associated with interacting with bots on Twitter.

MIRZAYEV, E. and BABUTSIDZE, Z. (2022). User control and acceptance of recommender systems. *SAIS 2022*.

BABUTSIDZE, Z. and VINCILEONI, D. (2022). Trails of automated social bots. *SAIS 2022*, pp. 14.

BABUTSIDZE, Z., DI RUSSO, M., DA DACOSTA PEREIRA, C., IACOPETTA, M. and TETTAMANZI, A. (2022). Agent-Based Modeling for Studying Spontaneous Emergence of Money.

MIRZAYEV, E., BABUTSIDZE, Z., RAND, W. and DELAHAYE, T. (2021). Use of clustering for consideration set modelling in recommender systems., 54, pp. 4270-4278.

Conference presentations

BABUTSIDZE, Z., DIBIAGGIO, L. and DELICIK, E. (2026). Networks and Social Capital. In: Network Science in Economics Conference. Miami, FL.

BABUTSIDZE, Z., DI BIAGGIO, L. and DELICIK, E.B. (2025). Collaborative social capital and scientific productivity. In: Strategic Management Society Annual Conference. San Francisco.

KOERNER, J., STAICU, A.M., RAND, W. and BABUTSIDZE, Z. (2024). Are Users Susceptible to Interaction with an Automated Account Different From Those That Do Not? In: Joint Statistical Meetings. Portland, OR.

BABUTSIDZE, Z., KOERNER, J., RAND, W. and STAICU, A.M. (2023). Who is likely to interact with bots on Twitter? In: Symposium on Statistical Challenges in Electronic Commerce Research (SCECR2023). Bogota.

BABUTSIDZE, Z. and VINCILEONI, D. (2022). Behavioral changes associated with interacting with bots on Twitter. In: Hawaii International Conference on System Sciences. Online.

MIRZAYEV, E. and BABUTSIDZE, Z. (2022). User control and acceptance of recommender systems. In: Southern Association for Information Systems conference. Myrtle Beach (SC).

BABUTSIDZE, Z. and VINCILEONI, D. (2022). Trails of automated social bots. In: Southern Association for Information Systems conference. Myrtle Beach (SC).

MIRZAYEV, E. and BABUTSIDZE, Z. (2022). User control and acceptance of recommender systems. In: 2nd Artificial Intelligence in Management conference. Los Angeles (CA).

BABUTSIDZE, Z. and VINCILEONI, D. (2022). The Impact of Interacting with Malicious Automated Twitter Bots on User Behavior and Generated Content. In: 2nd Artificial Intelligence in Management conference. Los Angeles (CA).

BABUTSIDZE, Z., WLODARCZYK-BOUDENOT, E. and ABDEL MALAK, I. (2022). Prospects of AI-assisted medical treatment acceptance. In: SophI.A. Summit. Sophia Antipolis.

MIRZAYEV, E., BABUTSIDZE, Z. and RAND, W. (2021). Use of clustering for consideration set modeling in recommender systems. In: HICSS-54: Hawaii International Conference on System Sciences. ONLINE.

MIRZAYEV, E., BABUTSIDZE, Z., RAND, W. and DELAHAYE, T. (2021). Use of clustering for consideration set modelling in recommender systems. In: 54th Hawaii International Conference on System Sciences. Online.

BABUTSIDZE, Z., BONETTO, F., HANAKI, N. and IACOPETTA, M. (2021). Money Supply and Speculation. In: Western Economic Association annual conference. Online.

MC CABE, M. and BABUTSIDZE, Z. (2020). Scientific Prizes And Post-Award Attention: Evidence From The Nobel Prize In Economics. In: Invited Seminar: Max Planck Institute for Innovation and Competition. Munich.

RAFAI, I., BABUTSIDZE, Z., HANAKI, N., DELAHAYE, T. and ACUNA-AGOST, R. (2020). Airfare choice in the Lab. In: SAMET20. Online.

MIRZAYEV, E. and BABUTSIDZE, Z. (2020). Recommender systems with option clustering. In: SAMET20. Online.

BOUHLEL, I. and BABUTSIDZE, Z. (2020). Muti-attribute search model with recall. In: SAMET20. Online.

RAND, W. and BABUTSIDZE, Z. (2020). What makes you click next? In: SAMET20. Online.

MIRZAYEV, E. and BABUTSIDZE, Z. (2020). Recommender systems with option clustering. In: SCECR2020. Online.

RAND, W. and BABUTSIDZE, Z. (2020). What makes you click next? In: SCECR2020. Online.

BABUTSIDZE, Z. (2019). Polarisation in green attitudes in Europe. In: European Ecological Economics Society Conference. Turku.

BABUTSIDZE, Z. (2019). Attraction effect in Flight Booking. In: CODE@MIT conference. Cambridge.

BABUTSIDZE, Z. and IACOPETTA, M. (2018). The emergence of Money: Computational approaches with fully and boundedly rational agents. In: Eastern Economic Association Annual Conference. Boston.

BABUTSIDZE, Z. and CHAI, A. (2018). Climate change risk perceptions and corresponding consumer actions in France. In: Inter-disciplinary Workshop on Climate Change Risk Perception and Propensity to Act. Sophia Antipolis.

BABUTSIDZE, Z. and SOSCIA, I. (2018). What drives green consumer behavior? A cross-regional appraisal. In: Inter-disciplinary Workshop on Climate Change Risk Perception and Propensity to Act. Sophia Antipolis.

LONG, T., KLEEREBEZEN, R. and BABUTSIDZE, Z. (2018). Climate change adaptation after extreme weather event experience. In: Inter-disciplinary Workshop on Climate Change Risk Perception and Propensity to Act. Sophia Antipolis.

BABUTSIDZE, Z., HANAKI, N. and ZYLBERSTEJN, A. (2018). Digital Communication and Trust. In: International Conference of the French Association of Experimental Economics. Nice.

BABUTSIDZE, Z., HANAKI, N. and ZYLBERSTEJN, A. (2018). Digital Communication and Trust. In: Economic Science Association World Meetings. Berlin.

IACOPETTA, M. and BABUTSIDZE, Z. (2017). The Emergence of Money: Computational approaches with fully and boundedly rational agents. In: Workshop on Complex Evolving System Approach in Economics. Nice.

IACOPETTA, M. and BABUTSIDZE, Z. (2017). Equilibrium Selection in Search Models: A Dynamic Analysis. In: Eastern Economic Association Annual Conference. New York.

BABUTSIDZE, Z. and MC CABE, M. (2017). Nobel Prizes in Economics and Post-Award Attention: Who Cares About What? In: The fragmentation of economics and the new role of the history of economic thought. Torino.

BABUTSIDZE, Z. (2016). Trick of the tail. In: Workshop on Complex Evolving System Approach in Economics. Sophia Antipolis.

BABUTSIDZE, Z. (2016). Look at me saving the planet. In: Governance in complex world. Valencia.

BABUTSIDZE, Z. (2016). Look at me saving the planet! In: TEDxJFUJena. Jena.

BABUTSIDZE, Z. (2015). A Trick of the Tail: The Role of Social Networks in Experience-Good Market Dynamics. In: Eastern Economic Association Annual Conference. New York City NY.

BABUTSIDZE, Z. (2015). Changing routs of word of mouth: implications for product promotion. In: WEHIA (Workshop on Economics and Heterogeneous Interacting Agents). Sophia Antipolis.

BABUTSIDZE, Z. (2015). Trick of the tail. In: EMNet Conference. Cape Town.

BABUTSIDZE, Z. (2014). Local interaction among consumers of information goods. In: ISS - International Schumpeter Society. Jena.

BABUTSIDZE, Z. (2014). A Trick of the Tail: The Role of Social Networks in Experience-Good Market Dynamics. In: Complexity in Business annual conference. Washington DC.

BABUTSIDZE, Z. (2014). Superstar Incentives: collaborations, awards and their impact on the development of economic science. In: Innovation and Governance in Development. Maastricht.

BABUTSIDZE, Z. (2013). Public opinion through the lens of blogosphere before and after Georgian 2012 Elections. In: ECPR conference. Bordeaux.

BABUTSIDZE, Z. (2013). Influential Individuals on Social Networks: An Example of Facebook in Georgia. In: Global Multidisciplinary e-conference. Online.

BABUTSIDZE, Z. and MC CABE, M. (2013). Superstar incentives: Collaborations awards and their impact on the development of economic science. In: REER Conference - Workshop on Economics of Knowledge Contribution and Distribution. Atlanta.

BABUTSIDZE, Z. (2013). Product Innovation and Competition on Fragmented Markets. In: EMAC Conference (European Marketing Academy). Sophia Antipolis.

BABUTSIDZE, Z. (2012). Consumer interaction and innovation incentives. In: Governance in complex world. Nice.

BABUTSIDZE, Z. (2011). Consumer interaction and innovation incentives. In: EAEPE conference. Vienna.

BABUTSIDZE, Z. (2011). Advertising and word-of-mouth in motion picture industry. In: Annual Complexity in Business Conference. Washington DC.

BABUTSIDZE, Z. (2011). Advertising and word-of-mouth in motion picture industry. In: Computational Social Sciences Society of America Annual Conference. Santa Fé.

BABUTSIDZE, Z. (2011). The structure of Georgian blogosphere and implications for information diffusion. In: ECPR conference. Reykjavik.

BABUTSIDZE, Z. (2011). Price competition on networked duopolistic markets. In: Final DIME scientific conference. Maastricht.

BABUTSIDZE, Z. (2011). Advertising and word-of-mouth in Motion picture industry. In: Annual conference of eastern economic association. New York.

BABUTSIDZE, Z. (2011). R&D behavior and the emergence of fat tailed firm size distributions. In: Annual conference of eastern economic association. New York.

Faculty research seminar presentations

BABUTSIDZE, Z. (2026). Demand for Opinion. In: Xi'An Jiaotong University. Xi'An, China.

BABUTSIDZE, Z. (2025). Networks and Social Capital. In: University of San Francisco, Economics Department. San Francisco.

BABUTSIDZE, Z. (2019). Can you read my face? In: Griffith Business School. Gold Coast.

BABUTSIDZE, Z. (2019). Experimenting with flights. In: Griffith Institute for Tourism. Gold Coast.

BABUTSIDZE, Z. and IACOPETTA, M. (2018). Emergence of Money: Computational approaches with fully and boundedly rational agents. In: Harvard University, Kennedy School of Government - Invited Seminar. Cambridge (MA).

BABUTSIDZE, Z. (2013). Duopolistic competition with captives. In: Friedrich Schiller University. Jena, DE.

BABUTSIDZE, Z. (2010). Local interaction and organization of behavior. In: University of Maryland. College Park (MD), USA.

BABUTSIDZE, Z. (2010). Local interaction and organization of behavior. In: Erasmus University. Rotterdam, NL.

BABUTSIDZE, Z. (2010). Local interaction and organization of behavior. In: ETH Zurich. Zurich, CH.

BABUTSIDZE, Z. (2009). Returns to product promotion when consumers are learning how to consume. In: Max Plank Institute of Economics.

BABUTSIDZE, Z. (2009). Returns to product promotion when consumers are learning how to consume. In: Utrecht University. Utrecht, NL.

Other research activities

Reviewer for:

Evolutionary Computation, Journal of Economic Dynamics and Control, International Journal of Research in Marketing, Physics Letter A, Journal of Evolutionary Economics, Technological Forecasting and Social Change, Journal of Economic Interaction and Coordination, Sustainability, Technological Forecasting and Social Change, Climate Risk Management, Structural Change and Economic Dynamics, European Journal of Marketing, Metroeconomica, Research in Economics, European Management Review, European Journal of Law and Economics, Journal of Economic Dynamics and Control, Journal of Economic Interaction and Coordination, Journal of Economic Issues, Research Policy, Structural Change and Economic Dynamics, Management Science, Journal of Evolutionary Economics, Economics of Innovation and New Technology, International Game Theory Review, Journal of Economic Behavior and Organization, Revue de l'OFCE, Computational Economics, Economic Modelling

Organization of a conference or a seminar

2015	KTO-OFCE Seminars
2014	OFCE SKEMA Seminar
2013	EMAC Conference (European Marketing Academy), France
2012	OFCE/GREQAM Workshop on Agent-Based Economics

PhD supervision

Since 2025	M. ISE, SKEMA Business School, PhD thesis, Thesis director
2025	C. SAFAROV, International University of Monaco, Post-graduate dissertation, Thesis jury member
2023	E. MIRZAYEV, SKEMA Business School, PhD thesis, Thesis director
2022	E. COLAK, SKEMA Business School, PhD thesis, Thesis co-director
2021	L. RISO, University of Turin, PhD thesis, Thesis jury member

Other academic activities

2015 - 2016	Guest Editor