Zhenzhen ZHAO

Associate Professor

Academy: Digitalization

Research center: Marketing Interactions

Campus: Paris

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Research interests

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

Education

2026	Habilitation à Diriger des Recherches, Université Jean Moulin Lyon 3, France
2012	PhD in Computer Science, Institut Mines-Télécom, France
2008	MSc in Information systems and Communications, Beijing University of Posts and Telecommunications (BUPT), China

Experience

Full-time academic positions

Since 2019	Associate Professor, SKEMA Business School, France
2016 - 2019	Research Professor, ISC Paris, France

Other academic affiliations and appointments

Since 2025	Coordinator of Design Specialization (PGE), SKEMA Business School, France
2013 - 2016	Senior Researcher, Institut Mines-Télécom, France
2012	Visiting Researcher, Tsinghua University, China
2011	Visiting Researcher, Vrije Universiteit Brussel, Belgium
2010 - 2011	Visiting Researcher, Fraunhofer FOKUS, Germany

Publications

Peer-reviewed journal articles

LIU, Q., ZHENG, L., WU, L., FILIERI, R. and ZHAO, Z. (2026). How to keep app users coming back: the moderating role of app types in building brand love through perceived value. *Internet Research*, pp. 1-20.

ZHAO, Z., RENARD, D., LEJEALLE, C. and DELECOLLE, T. (2025). Ethical Information Disclosure: Exploring the Presence-Privacy Tradeoff in GeoMatching Applications for Sustainable Development. *Communications of the Association for Information Systems*.

ZHAO, Z., HAIKEL-ELSABEH, M., BAUDIER, P., RENARD, D. and BREM, A. (2024). 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.

ZHAO, Z., HAIKEL-ELSABEH, M., BAUDIER, P., RENARD, D. and 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. and 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.

SONG, X., XU, B. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and ZHAO, Z. (2013). A flexible service selection for executing virtual services. *World Wide Web*, 16, pp. 219-245.

ZHAO, Z., CRESPI, N. and 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. and CRESPI, N. (2010). Quality-assured and sociality-enriched multimedia mobile mashup. *Wireless Personal Communications*, 2010, pp. 721312.

CHEN, J., ZHAO, Z., QU, D. and ZHANG, P. (2008). A policy-based approach for reconfiguration management and enforcement in autonomic communication systems. *Wireless Personal Communications*, 45, pp. 145-161.

Book chapters

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

BALAGUÉ, C. and ZHAO, Z. (2017). Mobile social commerce. In: Sajad Rezaei (ed.). *Apps management and e-commerce transactions in real-time*. 1st ed. London: IGI Global, pp. 159-175.

Conference proceedings

ZHAO, Z. and 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. and 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. and 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. and 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. and ZHAO, Z. (2012). On Semantics in Onto-DIY. *OTM 2012: On the Move to Meaningful Internet Systems*, pp. 538-542.

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

ZHAO, Z., LIU, J. and 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. and 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. and 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. and 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. and 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.

Conference presentations

OBEROI, P. and ZHAO, Z. (2025). From usability to innovation: A heuristic approach to enhancing crowdsourcing platforms. In: 2025 AMA Summer Academic Conference.

ZHAO, Z., RENARD, D., LEJEALLE, C. and DELECOLLE, T. (2024). When information disclosure is required by algorithms: exploring the presence-privacy tradeoff in geomatching applications for sustainable development. In: The 8th International Conference on Technologies & Organization (ICTO). Paris.

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

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

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

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

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

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

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

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

Faculty research seminar presentations

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

Press and social media

LEJEALLE, C., RENARD, D., DELECOLLE, T. and ZHAO, Z. (2026). Comment promouvoir la durabilité grâce à des applications géolocalisées, sans pour autant inquiéter la vie privée des utilisateurs ? The Conversation.

Other research activities

Reviewer for:

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

PhD supervision

2021	C. GIRI, under the supervision of X. ZHANG, PhD thesis, Thesis jury member
2018	L. YIN, under the supervision of L. GUO, PhD thesis, Thesis Reviewer
2017	M. FU, under the supervision of L. GUO, PhD thesis, Thesis Reviewer
2016	R. SHARMA, under the supervision of L. GUO, PhD thesis, Thesis Reviewer

Other academic activities

2019 - 2022	Commitee member, International conference on FEMIB