Zhenzhen ZHAO

Professeur associé

Académie : Digitalisation

Centre de recherche : Marketing Interactions

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Intérêts de recherche

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

Formation

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), Chine

Expérience Professionnelle

Positions académiques principales

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

Autres affiliations académiques

Depuis 2025	Responsable de la Specialization Design (PGE), SKEMA Business School, France
2013 - 2016	Senior Researcher, Institut Mines-Télécom, France
2012	Visiting Researcher, Tsinghua University, Chine
2011	Visiting Researcher, Vrije Universiteit Brussel, Belgique
2010 - 2011	Visiting Researcher, Fraunhofer FOKUS, Allemagne

Publications

Articles académiques revus

LIU, Q., ZHENG, L., WU, L., FILIERI, R. et 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. et 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. et 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. 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.

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

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

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

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 Advergames? 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.

Presse et réseaux sociaux

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

Autres activités de recherche

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	Commitee member, International conference on FEMIB