CV

Skills & Interests

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

Qualification
Scholarly Academic

Academic Degrees
MSc Beijing University of Posts and Telecommunications (BUPT), 2008.

Work Experience
Associate Professor, SKEMA Business School (2019 - Present), Paris, France.
Visiting Researcher, Tsinghua University (2012), Beijing, China.
Visiting Researcher, Fraunhofer FOKUS (2010 - 2011), Berlin, Germany.

Intellectual contributions

Articles in Journals
ZHAO, Z., Renard, D., Elmoukhliss, M., & Balagué, C. (2016). What affects creative performance in idea co-creation: competitive,


Articles in Proceedings


Chapters, Cases, Readings, Supplements


Conference Presentations


**Other Research**

2020: ZHAO, Z., The Role of Human-Computer Interaction (HCI) in Marketing Discipline. [Basic or Discovery Scholarship]

**Professional Service**

**Member: Committee/Task Force**


2019: Program committee member of COMPLEXIS 2019 (International conference on complexity, future information systems and risk) - IDR (Inter-Disciplinary Research) workshop (International).


**Reviewer: Reviewer for a Journal**


2019: Creativity and Innovation Management (International).
