

Years at SKEMA Business School: 0



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## Zhenzhen ZHAO

### Digitalisation Paris

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#### CV

##### Skills & Interests

###### Expertise

Human-computer interaction (HCI), Digital marketing, User research, Human-centered design, User experience

##### Qualification

Scholarly Academic

##### Academic Degrees

Ph.D. Télécom SudParis / Paris VI - Université Pierre et Marie Curie, Paris, France, Computer Science, 2012.

MSc Beijing University of Posts and Telecommunications (BUPT), China, Information systems and Communications, 2008.

##### Work Experience

Associate Professor, SKEMA Business School (2019 - Present), Paris, France.

Research Professor, ISC Paris Business School (2016 - 2019), Paris, France.

Senior Researcher, Institut Mines-Télécom Business School (2013 - 2016), Paris, France.

Visiting Researcher, Tsinghua University (2012), Beijing, China.

Visiting Researcher, Vrije Universiteit Brussel (2011), Brussels, Belgium.

Visiting Researcher, Fraunhofer FOKUS (2010 - 2011), Berlin, Germany.

##### Intellectual contributions

###### Articles in Journals

ZHAO, Z. (2019). Idea crowdsourcing for innovation: Fundamentals and recommendations. *Management & Data Science*.

ZHAO, Z., & Renard, D. (2018). Viral promotional advergames: how intrinsic playfulness and the extrinsic value of prizes elicit behavioral responses. *Journal of Interactive Marketing* (41), 94-103.

Haikel-Elsabeh, M., ZHAO, Z., Ivens, B., & Brem, A. (2018). When is brand content shared on Facebook? A field study on online Word-of-Mouth. *International Journal of Market Research*, 1-15.

Elmoukhli, M., Renard, D., ZHAO, Z., & Balagué, C. (2017). De la compétition à la coopération : les nouvelles formes de crowdsourcing d'idées. *Revue Française de Gestion*, 43 (267), 11-24.

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

cooperative or cooperative climate? *International Journal of Innovation Management*, 20 (04).

ZHAO, Z., & Balagué, C. (2015). Designing branded mobile apps: Fundamentals and recommendations. *Business Horizons*, 58 (3), 305-315.

Laga, N., Bertin, E., Crespi, E., Bedini, I., ZHAO, Z., Molina B. (2013). A flexible service selection for executing virtual services. *World Wide Web*, 1-27.

ZHAO, Z., Crespi, N., & Bhattarai, S. (2012). The design, implementation and usage analysis of an event-based consumer mashup system. *International Journal of Web and Grid Services*, 173-199.

Zhang, H., ZHAO, Z., Sivasothy, S., & Huang, C. (2010). Quality-assured and sociality-enriched multimedia mobile mashup. *Wireless Personal Communications*.

Chen, J., ZHAO, Z., Qu, D., & Zhang, P. (2008). A policy-based approach for reconfiguration management and enforcement in autonomic communication systems. *Wireless Personal Communications*, 145-161.

#### **Articles in Proceedings**

ZHAO, Z., & Balagué, C. (2014). A design framework of branded mobile applications. *International Conference on Human-computer interaction with mobile devices & services*, 507-512.

ZHAO, Z., Liu, J., & Crespi, N. (2012). Dig-event: let's socialize around events. *ACM 2012 conference on Computer Supported Cooperative Work Companion (CSCW 12)*, 279-280.

Yao, P., Hu, Z., ZHAO, Z., & Crespi, N. (2012). A study of social behavior in collaborative user generated services. *6th International Conference on Ubiquitous Information Management and Communication*.

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

ZHAO, Z., Huang, X., & Crespi, N. (2012). A system for web widget discovery using semantic distance between user intent and social tags. *International Conference on Social Informatics*, 1-14.

ZHAO, Z., Laga, N., & Crespi, N. (2011). User-centric service selection, integration and management through daily events. *2011 IEEE International Conference on Pervasive Computing and Communications (PERCOM 2011)*, 94-99.

ZHAO, Z., Bhattarai, S., & Crespi, N. (2011). An event-based functionality integration framework. *2011 IEEE International Conference on Web Services (ICWS 2011)*, 720-721.

ZHAO, Z., Bhattarai, S., Liu, J., & Crespi, N. (2011). Mashup services to daily activities: end-user perspective in designing a consumer mashups. *13th International Conference on Information Integration and Web-based Applications and Services*, 222-229.

ZHAO, Z., Liu, J., & Crespi, N. (2011). The design of activity-oriented social networking: Dig-event. *13th International Conference on Information Integration and Web-based Applications and Services*, 420-425.

Xu, W., Hu, Z., Gong, T., & ZHAO, Z. (2011). Towards a dynamic social-network-based approach for service composition in the Internet of Things. *4th International Conference on Machine Vision (ICMV 11)*.

Bhattarai, S., ZHAO, Z., & Crespi, N. (2010). Consumer mashups: end-user perspectives and acceptance model. *12th International Conference on Information Integration and Web-based Applications & Services*, 930-933.

ZHAO, Z., Laga, N., & Crespi, N. (2009). The incoming trends of end-user driven service creation. *International Conference on Digital Business*, 98-108.

ZHAO, Z., Laga, N., & Crespi, N. (2009). A survey of user generated service. *IEEE International Conference on Network Infrastructure and Digital Content*, 241-246.

ZHAO, Z., Chen, J., & Crespi, N. (2008). A policy-based framework for autonomic reconfiguration management in heterogeneous networks. *7th International Conference on Mobile and Ubiquitous Multimedia*.

#### **Chapters, Cases, Readings, Supplements**

Balagué, C., & ZHAO, Z. (2017). From social networks to mobile social networks: applications in the marketing evolution. *Apps management and e-commerce transactions in real-time* (pp. 26-50). IGI Global.

Balagué, C., & ZHAO, Z. (2017). Mobile social commerce. *Apps management and e-commerce transactions in real-time* (pp. 159-175). IGI Global.

#### **Conference Presentations**

Lejealle, C., ZHAO, Z., & Renard, D. (2019). *Uber and Tinder: Impact of social presence on privacy intrusiveness in GeoMatching Apps*. European Marketing Academy Conference, Hamburg, Germany.

Renard, D., ZHAO, Z., & Lejealle, C. (2019). *Privacy paradox in location-based services: the role of social presence*. 69th Annual International Communication Association (ICA), Washington, D.C., District of Columbia.

ZHAO, Z. & Oberoi, P. (2018). *Understanding crowdsolving platforms from a design perspective*. GIKA - Global Innovation and Knowledge Academy, Valence, Spain.

- ZHAO, Z., Elmoukhli, M.A., Renard, D., & Balagué, C. (2016). *Coopetition innovation contests: design and effects on user behaviors*. ICTO: information and Communication Technologies in Organizations and Society., Paris, France.
- ZHAO, Z. & Renard, D. (2016, September). *What Affects Consumers' Brand Perceptions and Behaviors through Viral Promotional Advergaming? Intrinsic Playfulness or Extrinsic Value of Prizes*. Journée de recherche sur le marketing digital., Paris, France.
- ZHAO, Z. & Balagué, C. (2015). *The New Trends of Mobile Social Commerce Applications*. European Marketing Academy Conference, Leuven, Belgium.
- ZHAO, Z. & Balagué, C. (2014, June). *The MUST Mix Strategy for branded mobile applications*. ICMB: International Conference of Mobile Business, London, United Kingdom.

### **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).
- 2019: Program committee member of FEMIB 2019: International conference on finance, economics, management and IT business (International).

#### **Reviewer: Reviewer for a Journal**

- 2019: Journal of Retailing and Consumer Services (International).
- 2019: Creativity and Innovation Management (International).
- 2019: IEEE Transactions of Engineering Management (International).
- 2019: Journal of Business Research (International).