

Julien CLOAREC

Full Professor of Marketing
 University's Vice-President for Digital Strategy and Artificial Intelligence
 Founder and Director of the iaelyon Center for Artificial Intelligence
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POSITIONS

- 2025 – ... **Vice-President for Digital Strategy and Artificial Intelligence / Vice-Président en charge de la Stratégie Numérique et de l'Intelligence Artificielle**
 Université Jean Moulin Lyon 3, Lyon, France
- 2023 – ... **Full Professor / Professeur des Universités**
 Marketing Department, iaelyon School of Management
 Université Jean Moulin Lyon 3, Lyon, France
- 2023 – ... **Visiting Researcher / Chercheur Invité**
 Marketing Department, Schulich School of Business
 York University, Toronto, Canada
- 2022 – 2023 **Associate Professor / Maître de Conférences Habilité à Diriger des Recherches**
 Marketing Department, iaelyon School of Management
 Université Jean Moulin Lyon 3, Lyon, France
- 2021 – 2022 **Assistant Professor / Maître de Conférences**
 Marketing Department, iaelyon School of Management
 Université Jean Moulin Lyon 3, Lyon, France

EDUCATION

- 2023 **Habilitation / Habilitation à Diriger des Recherches**
 Management Science | *Sciences de Gestion*
 Université Toulouse Capitole, Toulouse, France
- 2019 **Ph.D. / Doctorat**
 Management Science | *Sciences de Gestion*
 Université Toulouse Capitole, Toulouse, France
- 2016 **M.Sc. / Master Recherche**
 Marketing | *Marketing*
 Université Toulouse Capitole, Toulouse, France
- 2015 **M.Eng. | Diplôme d'Ingénieur**
 Computer Science | *Informatique*
 Bretagne INP – École Nationale d'Ingénieurs de Brest, Plouzané, France

PUBLICATIONS

1. Bouaynaya, W., [Cloarec, J.](#) and Bidan, M. (in press), La territorialisation européenne de la souveraineté numérique : vers une autonomie stratégique par coopération, *Management International* [FNEGE 2]
2. Plantec, Q., [Cloarec, J.](#), Gibert, C. and Deval, M.-A. (2025), “Talk Social Sciences to Me”: Enhancing the Dissemination of Social Sciences through Mass Media Engagement, *Research Policy*, 54(9), DOI: [10.1016/j.respol.2025.105291](https://doi.org/10.1016/j.respol.2025.105291) [AJG/ABS 4*, FNEGE 1*]
3. [Cloarec, J.](#), Meyer-Waarden, L., Timmler, K., Thiele, S., Weiss, M. and Wiese, M. (2025), Unlocking Minds: Psychological Roadblocks to the Adoption of AI-Powered Brain-Machine Interfaces, *Recherche et Applications en Marketing*, 40(1), DOI: [10.1177/20515707241283308](https://doi.org/10.1177/20515707241283308) [AJG/ABS 1, FNEGE 2]
4. Gordillo Chávez, D., [Cloarec, J.](#) and Meyer-Waarden, L. (2024), Opening the Moral Machine’s Cover: How Algorithmic Aversion Shapes Autonomous Vehicle Adoption, *Transportation Research Part A: Policy and Practice*, 187, DOI: [10.1016/j.tra.2024.104193](https://doi.org/10.1016/j.tra.2024.104193) [AJG/ABS 3, FNEGE 2]
5. [Cloarec, J.](#), Meyer-Waarden, L. and Munzel, A. (2024), Transformative Privacy Calculus: Conceptualizing the Personalization-Privacy Paradox on Social Media, *Psychology & Marketing*, 41(7), DOI: [10.1002/mar.21998](https://doi.org/10.1002/mar.21998) [AJG/ABS 3, FNEGE 2]
6. [Cloarec, J.](#), Cadieu, C. and Alrabie, N. (2024), Tracking Technologies in eHealth: Revisiting the Personalization-Privacy Paradox through the Transparency-Control Framework, *Technological Forecasting and Social Change*, 200, DOI: [10.1016/j.techfore.2023.123101](https://doi.org/10.1016/j.techfore.2023.123101) [AJG/ABS 3, FNEGE 2]
7. [Cloarec, J.](#), Macé, S. and Pauwels, K. (2023), Artificial Intelligence Serving Decision-Making in Marketing, *Décisions Marketing*, 112(4), DOI: [10.3917/dm.112.0005](https://doi.org/10.3917/dm.112.0005) [FNEGE 3] – Editorial
8. Venard, B., Baruch, Y. and [Cloarec, J.](#) (2023), Consequences of Corruption: Determinants of Public Servants’ Job Satisfaction and Performance, *International Journal of Human Resource Management*, 30(20), DOI: [10.1080/09585192.2022.2161323](https://doi.org/10.1080/09585192.2022.2161323) [AJG/ABS 3, FNEGE 2]
9. [Cloarec, J.](#) (2022), Privacy Controls as an Information Source to Reduce Data Poisoning in AI-powered Personalization, *Journal of Business Research*, 152, DOI: [10.1016/j.jbusres.2022.07.045](https://doi.org/10.1016/j.jbusres.2022.07.045) [AJG/ABS 3, FNEGE 2]
10. [Cloarec, J.](#), Meyer-Waarden, L. and Munzel, A. (2022), The Personalization–Privacy Paradox at the Nexus of Social Exchange and Construal Level Theories, *Psychology & Marketing*, 49(3), DOI: [10.1002/mar.21587](https://doi.org/10.1002/mar.21587) [AJG/ABS 3, FNEGE 2]
11. Meyer-Waarden, L. and [Cloarec, J.](#) (2022), “Baby, You Can Drive My Car”: Psychological Antecedents that Drive Consumers’ Adoption of AI-powered Autonomous Vehicles, *Technovation*, 109, DOI: [10.1016/j.technovation.2021.102348](https://doi.org/10.1016/j.technovation.2021.102348) [AJG/ABS 3, FNEGE 2]
12. Meyer-Waarden, L., [Cloarec, J.](#), Adams, C., Aliman, D. N., and Wirth, V (2021), Home, Sweet Home: How Well-Being Shapes the Adoption of AI-Powered Apartments in Smart Cities, *Systèmes d’Information et Management*, 26(4), DOI: [10.3917/sim.214.0055](https://doi.org/10.3917/sim.214.0055) [FNEGE 2]
13. [Cloarec, J.](#) (2020), The Personalization-Privacy Paradox in the Attention Economy, *Technological Forecasting and Social Change*, 161, DOI: [10.1016/j.techfore.2020.120299](https://doi.org/10.1016/j.techfore.2020.120299) [AJG/ABS 3, FNEGE 2]

BOOK

1. Gaillard, H, [Cloarec, J.](#), Senn, J., and Grandazzi, A. (2023), [L'expérience de la thèse en management](#), Caen: EMS Editions, ISBN: 978-2-37687-488-1, **Certified by the French Foundation for Management Education [FNEGE]**

BOOK CHAPTERS

1. Deslée, A. and [Cloarec, J.](#) (2024). Safeguarding Privacy: Ethical Considerations in Data-driven Marketing. In Matosas-López, L. (Ed.), [The Impact of Digitalization on Current Marketing Strategies](#), Leeds: Emerald Publishing Ltd, 147-161, DOI: [10.1108/978-1-83753-686-320241009](#)
2. Gaillard, H., [Cloarec, J.](#), Senn, J. and Grandazzi, A. (2023) La thèse chemin faisant. In Gaillard, H, Cloarec, J., Senn, J., and Grandazzi, A. (coord.), [L'expérience de la thèse en management](#), Caen: EMS Editions, 14-19, DOI: [10.3917/ems.gaill.2023.01.0014](#)
3. Gaillard, H. and [Cloarec, J.](#) (2023). Valorisation(s) et impact(s) : vers un nouvel incontournable doctoral ? In Gaillard, H, Cloarec, J., Senn, J., and Grandazzi, A. (coord.), [L'expérience de la thèse en management](#), Caen: EMS Editions, 311-320, DOI: [10.3917/ems.gaill.2023.01.0301](#)
4. Gaillard, H., [Cloarec, J.](#), Senn, J. and Grandazzi, A. (2023). Un méta-commentaire d'expériences singulières. In Gaillard, H, Cloarec, J., Senn, J., and Grandazzi, A. (coord.), [L'expérience de la thèse en management](#), Caen: EMS Editions, 423-432, DOI: [10.3917/ems.gaill.2023.01.0423](#)
5. Aubert-Hassouni, C. and [Cloarec, J.](#) (2022). Privacy Regulation in the Age of Artificial Intelligence. In A. Hanlon & T. Tuten (Eds.), [SAGE Handbook of Digital Marketing](#), SAGE Publications Ltd: New-York, US, 544-556, DOI: [10.4135/9781529782509.n31](#)

REPORT

1. Gaillard, H, [Cloarec, J.](#), Senn, J., et Grandazzi, A. (2024), [Devenir des docteurs en management en France : de la thèse à la carrière](#), Fondation Nationale pour l'Enseignement de la Gestion des Entreprises, ISSN: 2274-309X

CONFERENCES

1. Ammar, Y., [Cloarec, J.](#) and Valiorgue, B. (2025), How AI-driven Certified Energy Management Systems Shape Sustainable Investment, *41st European Group for Organizational Studies Colloquium*, Athens, Greece.
2. Ammar, Y., [Cloarec, J.](#) and Valiorgue, B. (2025), How AI-driven Certified Energy Management Systems Shape Sustainable Investment, *25th European Academy of Management Conference*, Florence, Italy.
3. Ammar, Y., [Cloarec, J.](#) and Valiorgue, B. (2025), How AI-driven Certified Energy Management Systems Shape Sustainable Investment, *41^{ème} Congrès International de l'Association Française du Marketing*, Lille, France.
4. Teychenié, T., Cloarec, J. and Meyer-Waarden, L. (2025), Passenger's Dilemma: Consumer Responsibilization in Fully Autonomous Vehicles, *49th Academy of Marketing Science Annual Conference*, Montreal, Canada.

5. Baddegamage, W., Cloarec, J., Alrabie, N. and Ducret, M. (2025), How Explainable Medical AI Unlocks Patient Disclosure, *54th European Marketing Academy Annual Conference*, Madrid, Spain.
6. Alrabie, N. and Cloarec, J. (2024), Patient-Centric Privacy in Medical Artificial Intelligence, *55th Association for Consumer Research Annual Conference*, Paris, France.
7. Alrabie, N. and Cloarec, J. (2024), Patient-Centric Privacy in Medical Artificial Intelligence, *40^{ème} Congrès International de l'Association Française du Marketing*, Paris, France.
8. Cloarec, J. and Giesler, M. (2024), AI Training in Action: From Technical Recipes to Sociological Integration, *2024 Academy Marketing Association Winter Academic Conference*, St. Pete Beach, FL.
9. Teychenié, T., Cloarec, J., Kuhn, M., and Meyer-Waarden, L. (2023), Algorithm Morality: The Impact of Autonomous Vehicles' Accidents on Driver Responsibilities, Guilt, and Well-Being, *47th Academy of Marketing Science Annual Conference*, New Orleans, LA.
10. Teychenié, T., Cloarec, J., Kuhn, M., and Meyer-Waarden, L. (2023), Algorithm Morality: The Impact of Autonomous Vehicles' Accidents on Driver Responsibilities, Guilt, and Well-Being, *52nd European Marketing Academy Annual Conference*, Odense, Denmark.
11. Teychenié, T., Cloarec, J., Kuhn, M., and Meyer-Waarden, L. (2023), Algorithm Morality: The Impact of Autonomous Vehicles' Accidents on Driver Responsibilities, Guilt, and Well-Being, *39^{ème} Congrès International de l'Association Française du Marketing*, Vannes, France.
12. Favarin, V., Meyer-Waarden, L., and Cloarec, J. (2023), Autonomous Vehicles as Marketplace: How Construal Level Theory Shed Light on Tension in the Data Environment?, *39^{ème} Congrès International de l'Association Française du Marketing*, Vannes, France.
13. Cloarec, J. and Deslée, A. (2023), Into the Metaverse: When Embodiment and Privacy Craft Digital Natives' Well-Being, *39^{ème} Congrès International de l'Association Française du Marketing*, Vannes, France.
14. Favarin, V., Meyer-Waarden, L., and Cloarec, J. (2023), Autonomous Vehicles as Marketplace: How Construal Level Theory Shed Light on Tension in the Data Environment?, *2023 American Marketing Association Winter Academic Conference*, Nashville, TN.
15. Aubert-Hassouni, C. and Cloarec, J. (2022), Navigating Marketing Analytics Governance: Scope and Boundary Conditions of Data Protection Officers' Self-Accountability, *ISMS Marketing Science Conference*, Chicago, IL.
16. Pavone, G., Cloarec, J., Kuhn, M., Meyer-Waarden, L., and Munzel A. (2022), "Now, take your hands from the steering wheel!" How trust, well-being, and privacy concerns influence intention to use semi- and fully autonomous cars, *51st European Marketing Academy Annual Conference*, Budapest, Hungary.
17. Aubert-Hassouni, C. and Cloarec, J. (2022), Navigating Marketing Analytics Governance: Scope and Boundary Conditions of Data Protection Officers' Self-Accountability, *51st European Marketing Academy Annual Conference*, Budapest, Hungary.
18. Favarin, V., Meyer-Waarden, L., and Cloarec, J. (2022), Acceptance of Augmented Reality in Interactive e-Shopping Apps, *51st European Marketing Academy Annual Conference*, Budapest, Hungary.

19. Teychenié, T., Cloarec, J., and Meyer-Waarden, L. (2022), “Hot from the Press!”: Crash Coverage as a Psychological Barrier to Autonomous Vehicle Adoption, *51st European Marketing Academy Annual Conference*, Budapest, Hungary.
20. Pavone, G., Cloarec, J., Kuhn, M., Meyer-Waarden, L., and Munzel A. (2022), “Now, take your hands from the steering wheel!” How trust, well-being, and privacy concerns influence intention to use semi- and fully autonomous cars, *38th Congrès International de l’Association Française du Marketing*, Tunis, Tunisia, **Best Paper Award**
21. Alrabie, N., Fellah-Dehiri, N., and Cloarec, J. (2022), How Privacy Transgression Undermines Consumer Moral Intuitions, *38^{ème} Congrès International de l’Association Française du Marketing*, Tunis, Tunisia.
22. Aubert-Hassouni, C. and Cloarec, J. (2022), Navigating Marketing Analytics Governance: Scope and Boundary Conditions of Data Protection Officers’ Self-Accountability, *2022 American Marketing Association Winter Academic Conference*, Las Vegas, NV.
23. Alrabie, N., Fellah-Dehiri, N., and Cloarec, J. (2022), How Privacy Transgression Undermines Consumer Moral Intuitions, *2022 American Marketing Association Winter Academic Conference*, Las Vegas, NV.
24. Cloarec, J., Cadieu, C., and Alrabie, N. (2022), What’s up Doc? Revisiting the Personalization-Privacy Paradox through the Transparency-Control Framework, *2022 American Marketing Association Winter Academic Conference*, Las Vegas, NV.
25. Favarin, V., Meyer-Waarden, L., and Cloarec, J. (2022), Harder, Better, Faster, Stronger: The Adoption and Use of AI-based mHealth Applications, *2022 American Marketing Association Winter Academic Conference*, Las Vegas, NV.
26. de Ona, N., Cloarec, J. and Meyer-Waarden, L. (2022), Giving Up Control: The Role of Automation Level, Data Processing, and Network in Autonomous Vehicle Acceptance, *2022 American Marketing Association Winter Academic Conference*, Las Vegas, NV.
27. Favarin, V., Meyer-Waarden, L., and Cloarec, J. (2021), Harder, Better, Faster, Stronger: The Adoption and Use of AI-based mHealth Applications, *52nd Association for Consumer Research Annual Conference*, Seattle, WA.
28. Bourliataux-Lajoinie, S. and Cloarec, J. (2021), Do You Have a Reservation? How Consumer Privacy Concerns Jeopardize Online Tourism Agencies Evaluation, *52nd Association for Consumer Research Annual Conference*, Seattle, WA.
29. Meyer-Waarden, L., Cloarec, J., Adams, C., Aliman, N., Brunet, P., Guibert, F., and Wirth, V. (2021), The Bright and Dark Sides of Artificial Intelligence-powered Smart Homes, *26^{ème} Conférence de l’Association Information et Management*, Nice, France.
30. Cloarec, J., Cadieu, C., and Alrabie, N. (2021), What’s Up Doc? Transparency, Control, and the Personalization-Privacy Paradox through the Transparency-Control Matrix, *50th European Marketing Academy Annual Conference*, Madrid, Spain.
31. Cloarec, J. and Cadieu, C. (2021), Zooming in on Privacy, *50th European Marketing Academy Annual Conference*, Madrid, Spain.

32. de Ona, N., Cloarec, J. and Meyer-Waarden, L. (2021), Giving Up Control: The Role of Automation Level, Data Processing, and Network in Autonomous Vehicles Acceptance, *50th European Marketing Academy Annual Conference*, Madrid, Spain.
33. Favarin, V., Meyer-Waarden, L. and Cloarec, J. (2021), Harder, Better, Faster, Stronger: The Adoption and Use of AI-based m-Health Application, *50th European Marketing Academy Annual Conference*, Madrid, Spain.
34. Cloarec, J. and Cadieu, C. (2021), Zooming in on Privacy, *37^{ème} Congrès International de l'Association Française du Marketing*, Angers, France.
35. de Ona, N., Cloarec, J. and Meyer-Waarden, L. (2021), Giving Up Control: The Role of Automation Level, Data Processing, and Network in Autonomous Vehicles Acceptance, *37^{ème} Congrès International de l'Association Française du Marketing*, Angers, France.
36. Favarin, V., Meyer-Waarden, L. and Cloarec, J. (2021), Harder, Better, Faster, Stronger: The Adoption and Use of AI-based m-Health Application, *37^{ème} Congrès International de l'Association Française du Marketing*, Angers, France.
37. Ma, M. L., Vellera, C., and Cloarec, J. (2021), The Impact of Open Innovation on Attitudes and Purchase Intentions of Chinese Museums Cultural and Creative Products, *28th Innovation and Product Development Management Conference*, Milan, Italy.
38. Alrabie, N., Cloarec, J. and Gaillard, H. (2020), Stay at Home: The Direct and Indirect Consequences of the French Government Discourse, *36th European Health Management Association Annual Conference*, Amsterdam, Netherlands.
39. Cloarec, J. and Galluzzo, A. (2020), Modeling of Emerging Business Models, *31^{ème} Conférence de l'Association Internationale de Management Stratégique*, Toulouse, France.
40. Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2020), Social Networking Sites as Drivers of Users' Willingness to Disclose Information for Personalization, *2020 American Marketing Association Winter Academic Conference*, San Diego, CA.
41. Cloarec, J. and Galluzzo, A. (2020), Modeling of Emerging Business Models, *2020 American Marketing Association Winter Academic Conference*, San Diego, CA.
42. Meyer-Waarden, L., Cloarec, J., de Ona, N., Renoult, M., Rouault, A. and Sheng, W. (2020), Acceptance of Augmented Reality in Interactive e-Shopping Platforms, *2020 American Marketing Association Winter Academic Conference*, San Diego, CA.
43. Cloarec, J. (2019), The Personalization-Privacy Paradox in Attention Economy, *50th Association for Consumer Research Annual Conference*, Atlanta, GA.
44. Cloarec, J. (2019), The Personalization-Privacy Paradox in Attention Economy, *2019 American Marketing Association Summer Academic Conference*, Chicago, IL.
45. Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2019), Happiness as a Driver of Social Exchanges, *2019 American Marketing Association Summer Academic Conference*, Chicago, IL.
46. Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2019), Happiness as a Driver of Social Exchanges, *79th Annual Meeting of the Academy of Management*, Boston, MA.

47. Cloarec, J. and Alrabie, N. (2019), Electronic Medical Records: For Good or Ill? Data Breaches in the US Healthcare Ecosystem, *35th European Group for Organizational Studies Colloquium*, Edinburgh, UK.
48. Cloarec, J. (2019), The Personalization-Privacy Paradox in Attention Economy, *41st R&D Management Conference*, Paris, France.
49. Cloarec, J. and Alrabie, N. (2019), Electronic Medical Records: For Good or Ill? Data Breaches in the US Healthcare Ecosystem, *41st R&D Management Conference*, Paris, France.
50. Cloarec, J. and Alrabie, N. (2019), Electronic Medical Records: For Good or Ill? Data Breaches in the US Healthcare Ecosystem, *35th European Health Management Association Annual Conference*, Espoo, Finland.
51. Meyer-Waarden, L., Cloarec, J. and Munzel, A. (2019), Happiness as a Driver of Social Exchanges, *48th European Marketing Academy Annual Conference*, Hamburg, Germany.
52. Galluzzo, A. and Cloarec, J. (2019), Affiliate Marketing on YouTube, *48th European Marketing Academy Annual Conference*, Hamburg, Germany.
53. Munzel, A., Cloarec, J. and Meyer-Waarden, L. (2019), Happier with the Internet thanks to Social Networking Sites: An Affective and Cognitive Framework, *48th European Marketing Academy Annual Conference*, Hamburg, Germany.
54. Alrabie, N. and Cloarec, J. (2019), Electronic Medical Records Breaches in the US Healthcare Ecosystem, *48th European Marketing Academy Annual Conference*, Hamburg, Germany.
55. Cloarec, J. and Alrabie, N. (2019), Electronic Medical Records Breaches in the US Healthcare Ecosystem, *35^{ème} Congrès International de l'Association Française du Marketing*, Le Havre, France.
56. Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2019), Happier with the Internet Thanks to Social Networking Sites: An Affective and Cognitive Framework, *35^{ème} Congrès International de l'Association Française du Marketing*, Le Havre, France.
57. Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2019), Happiness as a Driver of Social Exchanges, *35^{ème} Congrès International de l'Association Française du Marketing*, Le Havre, France.
58. Cloarec, J. (2018), The Personalization-Privacy Paradox in Attention Economy, *3rd Interdisciplinary Innovation Conference*, Paris, France.
59. Cloarec, J. (2018), The Personalization-Privacy Paradox in Attention Economy, *3rd European Cooperation for Statistics of Network Data Science Conference*, Warsaw, Poland.
60. Cloarec, J. and Alrabie, N. (2018), The Personalization-Privacy Paradox in eHealth, *34th European Health Management Association Annual Conference*, Budapest, Hungary.
61. Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2018), Privacy Calculus in the Sharing Economy, *47th European Marketing Academy Annual Conference*, Glasgow, UK.
62. Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2018), Privacy Calculus in the Sharing Economy, *34^{ème} Congrès International de l'Association Française du Marketing*, Strasbourg, France.

63. Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2017), Disclosure Willingness for Personalization in a Social Commerce Context, 33^{ème} *Congrès International de l'Association Française du Marketing*, Tours, France.
64. Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2017), The Role of Rating Systems in Disclosing Information for Personalized Recommendations, 33^{ème} *Congrès International de l'Association Française du Marketing*, Tours, France.
65. Cloarec, J. and Galluzzo, A. (2017), The Business Models of YouTubers, 33^{ème} *Congrès International de l'Association Française du Marketing*, Tours, France.
66. Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2016), The Influence of Happiness with the Internet on Intention to Disclose Information for Personalized Recommendations, 24th *International Colloquium on Relationship Marketing*, Toulouse, France.

SEMINARS

Artificial Intelligence in Research and Practice

- 2025 Université d'été « Une intelligence artificielle responsable » (Lyon, France), Université de Lyon/ED SEG (Lyon, France), Auvergne-Rhône-Alpes Marketing Seminar (Lyon, France), Festival de la pédagogie (Lyon, France), Toronto Metropolitan University (Toronto, Canada), IRGO/Université de Bordeaux (Bordeaux, France), THEMA/CY Cergy Paris Université (Cergy, France), Dauphine Recherches en Management/Université Paris Dauphine-PSL (Paris, France), Société Française de Management/Université Paris Dauphine-PSL (Paris, France), Université de Namur (Namur, Belgium), Académie nationale de Chirurgie Dentaire (Paris, France)
- 2024 Institut Français de Gouvernement des Entreprises (Ecully, France), Aria Digital (Lyon, France), Printemps des Études (Paris, France), Université de Technologie de Compiègne (Compiègne, France), Business Science Institute's Alumni Seminar (Lyon, France), Colloque sur le Marketing Digital (Paris, France – Keynote Speaker), Sugi Research (Paris, France), American Marketing Association (Webinar, USA), Université de Lyon/ED SEG (Lyon, France), Institut de Recherche en Gestion (Créteil, France), Séminaire Doctoral IAE France (Amiens, France), VALLOREM – Laboratoire Val de Loire Recherche En Management (Orléans, France), Association Tunisienne de Marketing (Carthage, Tunisia – Keynote Speaker), Université de Mons (Mons, Belgique), LUMEN – Lille University Management (Lille, France), Paris School of Business (Paris, France), Laboratoire CleRMa – Clermont Recherche Management (Clermont-Ferrand, France), ESSCA Business School (Lyon, France), LEGO – Laboratoire d'Economie et de Gestion de l'Ouest (Brest, France), Toulouse School of Management International Days (Toulouse, France)
- 2023 International Conference of Management and Industrial Engineering (Bucharest, Romania – Keynote Speaker), Université Toulouse Jean Jaurès/La Mèlée (Toulouse, France), American Marketing Association (Webinar, USA), emlyon Business School (Ecully, France), Institut Mines-Télécom (Paris, France), ESDES Business School (Lyon, France)
- 2022 Université de Bordeaux (Bordeaux, France), Printemps des Études (Paris, France), Colloque Etienne Thil (La Rochelle, France), Laboratoire CERAG – Centre d'Études et de Recherches Appliquées à la Gestion (Grenoble, France), Laboratoire CleRMa – Clermont Recherche Management (Clermont-Ferrand, France)
- 2021 Open Source Experience/SIDO (Paris, France)

Miscellaneous

- 2024 FNEGE – Fondation Nationale pour l’Enseignement de la Gestion des Entreprises (Webinar, France – Report Presentation), Le Mans Université (Le Mans, France – Seminar on Privacy), Business Science Institute (Luxemburg – Paper Presentation)
- 2023 Laboratoire IREGE (Annecy, France – Book Presentation), CNIL – Commission Nationale de l’Informatique et des Libertés (Paris, France – Paper Presentation), AFM Doctoral Colloquium (Vannes, France – Book Presentation), Duale Hochschule Baden-Württemberg (Heilbronn, Germany – Seminar on Data Science in Research), Laboratoire CERAG – Centre d’Études et de Recherches Appliquées à la Gestion (Grenoble, France – Seminar on Data Science in Research), Université de Lyon/ED SEG (Lyon, France – Seminar on Data Science in Research), École de Management Léonard de Vinci (Courbevoie, France – Seminar on Data Science in Research)
- 2022 CEFAG – Centre Européen de Formation Approfondie à la Gestion (Paris, France – Seminar on the Job Market), Katholische Universität Eichstätt-Ingolstadt (Eichstätt, Germany – Seminar on Privacy), Université de Picardie Jules Verne (Amiens, France – Paper Presentation), Nantes Université (Nantes, France – Paper Presentation), AFM Doctoral Bootcamp (Toulouse, France – Paper Presentation), Duale Hochschule Baden-Württemberg (Stuttgart, Germany – Seminar on Data Science in Research)
- 2021 CEFAG – Centre Européen de Formation Approfondie à la Gestion (Paris, France – Seminar on the Job Market), Association Française du Marketing (Paris, France – Seminar on Data Science in Research), Toulouse Business School (Toulouse, France – Seminar on Data Science in Research)
- 2020 York University (Toronto, Canada – Paper Presentation), Université Laval (Québec, Canada – Paper Presentation), Laboratoire COACTIS (Lyon, France – Paper Presentation), Laboratoire Magellan (Lyon, France – Paper Presentation), Duale Hochschule Baden-Württemberg (Stuttgart, Germany – Seminar on Data Science in Research), Événements Les Affaires (Québec, Canada – Seminar on Cybersecurity)
- 2019 Cass Business School (London, UK – Paper Presentation), Tecnológico de Monterrey (Monterrey, Mexico – Paper Presentation), Université Mohammed VI Polytechnique (Ben Guerir, Morocco – Paper Presentation), Ateliers de Thésée (La Rochelle, France – Paper Presentation), Ateliers de Thésée (Paris, France – Paper Presentation)
- 2018 Karlsruhe Institute of Technology (Karlsruhe, Germany – Paper Presentation)

HONORS, AWARDS AND GRANTS

- 2025 Individual RIPEC Bonus [*RIPEC C3*], Université Jean Moulin Lyon 3 – 4,500€
Service RIPEC Bonus [*RIPEC C2*], Université Jean Moulin Lyon 3 – 9,500€
Performance-based Research Grant, Magellan – 12,000€
- 2024 Performance-based Research Grant, Magellan – 4,000€
- 2023 Citizen Trust in AI Innovation for Smart Cities, Dieter Schwarz Foundation
Performance-based Research Grant, Magellan – 17,600€
“Bourgeois” Grant, Université Jean Moulin Lyon 3 – 9,500€
Research Startup Grant, Université Jean Moulin Lyon 3 – 5,000€
- 2022 Best Paper Award, French Marketing Association
New Researcher Grant, Magellan – 2,000€

- 2020 Best Thesis Award, French Foundation for Management Science – 3,000€
Thesis Special Distinction, French Marketing Association
- 2019 Travel Stipend, Association for Consumer Research – \$1,200
Travel Stipend, French Foundation for Management Education – 1,100€
Travel Stipend, European Cooperation in Science and Technology – 600€
- 2018 European Center for Advanced Training in Management [CEFAG] – 6,000€
Travel Stipend, European Cooperation in Science and Technology – 600€
Travel Stipend, European Institute for Innovation and Technology – 250€
Travel Stipend, Université Toulouse Capitole – 2,800€
Travel Stipend, Erasmus+ Program – 700€
- 2016 Graduate Fellowship, Université Toulouse Capitole – 72,000€
Best Thesis Finalist, Syntec Federation

BOARD MEMBERSHIP

Editorial Boards

- 2024 – ... Editorial Board, Recherche et Applications en Marketing
2023 – ... Editorial Board, Décisions Marketing

Academic Associations

- 2025 – ... Member, Association VP-Num [*Vice-Président.e.s numérique de l'Enseignement Supérieur*]
2022 – ... Publication Booster Head, Association Française du Marketing [*French Marketing Association*]
2022 – ... Executive Board, Association Française du Marketing [*French Marketing Association*]
2022 – ... Advisory Board, Association Française du Marketing [*French Marketing Association*]
2020 – 2023 Vice-President, Société Française de Management [*French Society of Management*]
2019 – 2020 Executive Board, Ateliers de Thésée [*Alumni Association of the CEFAG*]

RESEARCH SERVICE

Conferences

- 2025 Member, Scientific Committee, 41^{ème} Congrès International de l'AFM
2019 Organizational Assistant, 50th Association for Consumer Research Annual Conference

Editorial Activities

- 2023 Editor-in-Chief, Special Issue on “Marketing and Artificial Intelligence”, *Décisions Marketing*, with Sandrine Macé [ESCP Business School] and Koen Pauwels [Northeastern University]

Mentoring

- 2024 Academic Coach, Publication Camp, Association Tunisienne de Marketing

Peer Reviewing

Ad Hoc Reviewer for *European Journal of Information Systems*, *Information & Management*, *Technological Forecasting and Social Change*, *Journal of Marketing Management*, *Journal of Services Marketing*, *IEEE*

Transactions on Engineering Management, Recherche et Applications Marketing, Systèmes d'Information et Management, M@n@gement, Revue Française de Gestion, Décisions Marketing

Reviewer for *International Conference on Information Systems, American Marketing Association, Academy of Management, European Academy of Management, European Marketing Academy, European Conference on Information Systems, Association Internationale de Management Stratégique, Association Française du Marketing, Colloque Étienne Thil*

UNIVERSITY SERVICE

Governance/Councils

- 2025 – ... Elected Member, Administrative Council [CA], Université Jean Moulin Lyon 3
 Elected Member, Board of Experts [CNU 05-06], Université Jean Moulin Lyon 3
 Invited Member, Research Council [CR], Université Jean Moulin Lyon 3
 Invited Member, Education Council [CFVU], Université Jean Moulin Lyon 3
 Invited Member, Academic Council [CAc], Université Jean Moulin Lyon 3
 Member, Administrative Council [CA], Université Ouverte des Humanités
 AI Coordinator, AILyS – Lyon Saint-Étienne AI Cluster, Université Jean Moulin Lyon 3
 Member, Steering Committee, SiROCCO
- 2024 Member, Artificial Intelligence Working Group [CR/CFVU], Université Jean Moulin Lyon 3
- 2018 – 2019 Research Council Member, Université Toulouse Capitole
 Disciplinary Committee Member, Université Toulouse Capitole
 Lab Council Member, TSM-Research
 Council Member, Toulouse School of Management Doctoral Program

Research Leadership

- 2025 – ... Founder and Chair, iaelyon Center for Artificial Intelligence, Université Jean Moulin Lyon 3

Education Leadership

- 2025 – ... Department Chair, Marketing Department, Université Jean Moulin Lyon 3
 Academic Director, Master's Program in Digital Marketing, Université Jean Moulin Lyon 3

Search Committees

- 2025 Full Professor [PR] of Marketing, Université Jean Moulin Lyon 3
- 2024 Full Professor [PR] of Digital Management, Université Jean Moulin Lyon 3 [President]
 Full Professor [PR] of Management Science, Université Jean Moulin Lyon 3 [President]
 Assistant/Associate Professor [MCF] of Management, Université Jean Moulin Lyon 3
 Assistant/Associate Professor [MCF] of Digital Marketing, Université de Lille
 Assistant/Associate Professor [MCF] of Digital Marketing, Université Paris 1
 Assistant/Associate Professor [MCF] of Information Systems, Université de Limoges
- 2022 Assistant/Associate Professor [MCF] of Digital Marketing, Nantes Université

DOCTORAL SUPERVISION

PhD Supervision

- 2024 – ... Wansaja Baddegamage, “*Patient-Centric Medical Artificial Intelligence*”, Université Jean Moulin Lyon 3, co-supervisors: Maxime Ducret and Nour Alrabie, expected graduation: 2027
- 2023 – ... Yosr Ammar, “*Artificial Intelligence Integration in ISO 50001 Energy Management*”, Université Jean Moulin Lyon 3, co-supervisor: Bertrand Valiorgue, expected graduation: 2026
Member of the highly selective CEFAG national PhD program, organized by FNEGE
- 2022 – ... Thomas Teychenié, “*Human Minds, Machine Ethics: Moral Responsibility in the Psychology of AI Use*”, Université Toulouse Capitole, co-supervisor: Lars Meyer-Waarden, expected graduation: 2025
- 2020 – 2024 Vincent Favarin, “*Transformative Privacy Calculus as a Framework for AI-Powered Services Adoption*”, Université Toulouse Capitole, co-supervisor: Lars Meyer-Waarden
Current position: Assistant Professor of Marketing at Université Clermont Auvergne

DBA Supervision

- 2025 – ... Olivier Le Van, “*Impact of Generative Artificial Intelligence on Organizations*”, Business Science Institute/Université Jean Moulin Lyon 3, expected graduation: 2029

Habilitation [HDR] Jury

- 2024 Ivan Guitart, “*Enhancing our Understanding of How Content and Context Impact Advertising Effectiveness*”, Université Jean Moulin Lyon 3, supervisor: Sonia Capelli [Referee]
- 2024 Caroline Bayart, “*Créer de la connaissance pour éclairer la décision stratégique en situation d’incertitude : Considérations et propositions méthodologiques*”, Université Lumière Lyon 2, supervisor: Martine Séville [Chair of the HDR Jury]

PhD Jury

- 2024 Allan Lubart, “*Gamification of the Retail Space with Hybrid-Reality Games: A Customer-to-Customer and Customer-to-Retailer Interaction Perspective*”, Université Jean Moulin Lyon 3, supervisor: Sonia Capelli [Chair of the PhD Jury]
- 2024 Ahmad Haidar, “*Responsible Artificial Intelligence: Designing Frameworks for Ethical, Sustainable, and Risk-Aware Practices*”, Université Paris-Saclay, supervisor: Christine Balagué [Referee]
- 2024 Salma André, “*Anthropomorphism and Mind Perception in Human-AI Interaction within Service Setting*”, Université Jean Moulin Lyon 3, supervisor: Margherita Pagani [Chair of the PhD Jury]

DBA Jury

- 2025 Zhishan Li, “*The Impact of Key Leadership Characteristics on Employee Innovation Behaviour in the Context of Chinese Management Culture*”, Business Science Institute/Université Jean Moulin Lyon 3, supervisor: Gregor Bouville [Referee]

2023 Direk Tayakee, “*From Science Fiction to Reality: A Deep Dive into Smart Home Adoption through the Lens of Cognitive, Affective, and Behavioral Variables*”, Business Science Institute/Université Jean Moulin Lyon 3, supervisor: Lars Meyer-Waarden [Chair of the DBA Jury]

Marna Pfranger, “*Digitalization and Internationalization: A Case Study of a Swiss Wealth Management Provider in South Africa and Brazil*”, Business Science Institute/Université Jean Moulin Lyon 3, supervisor: Ulrike Mayrhofer [Chair of the DBA Jury]

Yunxia Huang, “*Free Cash Flow Method for Evaluating Enterprise Value of a Biomedical Company: Analysis of Value Drivers and Creation Paths – A Case Study of Heng Rui Medicine*”, Business Science Institute/Université Jean Moulin Lyon 3, supervisor: Marco Heimann [Referee]

PhD Advisory Committee

2024 – ... Carolina Cuervo Robert, “*Effect of Consumers' Privacy Preferences on the Adoption of AI-based Financial Products*”, Université Toulouse Capitole, supervisors: Sandra Laporte and Matthieu Bouvard

2024 – ... Selina Strobel, “*Transformative Marketing in B2B – Facing Dynamic Changes in Mobility Ecosystems*”, Université Toulouse Capitole, supervisors: Lars Meyer-Waarden and Marc Kuhn

MEDIA

2025 Entretien du 18 octobre 2024, Third Digital

2024 Valorization of Doctoral Research, Impact & Knowledge
IA : allier performance de la personnalisation marketing et protection de la vie privée, Bref Eco

2023 Valoriser pour impacter, nouvel incontournable doctoral ?, FNEGE Médias
Ce que nous disent les expériences des jeunes docteurs en management, FNEGE Médias
Après la thèse, pourquoi faire un postdoctorat ?, The Conversation
Comment les acteurs du commerce se « réancrent » sur le territoire, The Conversation

2022 Dans les coulisses du Cefag, un booster de carrière en sciences de gestion, Campus Matin
Dépoussiérer l’enseignement des méthodes quantitatives en gestion, Xerfi Canal
Metavers : fin de la vie privée, de l’intimité et hypersurveillance, Xerfi Canal
Le metavers, de la fin de la vie privée à la fin de l’intimité, Third Digital

2021 Doctorat : les grandes transformations de la thèse en management ?, The Conversation
Les derniers jours de la thèse en management ?, FNEGE Médias

2020 The Personalization-Privacy Paradox in the Attention Economy, FNEGE Médias
Consommateurs, marketing ciblé, vie privée et RGPD, Xerfi Canal
Faut-il démanteler Facebook ?, Xerfi Canal

2019 Emerging Landscapes in a World of 4.0., R&D Today