



Zi WANG

Ph.D. in Marketing

Assistant Professor, Marketing

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EDUCATION

2022 Ph.D. in Marketing, Nottingham University, United Kingdom

2017 Msc, Global Marketing, University of York, United Kingdom

RESEARCH INTERESTS

AI and Consumer Well-being, Luxury Consumption

PROFESSIONAL EXPERIENCE

ACADEMIC:

2022 - Present Assistant Professor, IESEG School of Management, France

2021 - Present Assistant Professor, University of Sussex

COURSES TAUGHT

- International marketing
- Consumer behavior 1177
- Consumer behavior new trend 2765, Grande ecole (bachelor cycle)
- Global brand management 0668

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Yang Y., Liu P., Wang W., Wang Z., (2024), Will artificial intelligence undermine the effects of guanxi on relationship performance? Evidence from China's banking industry, *Industrial Marketing Management*, 116(2024), pp. 12-25

Forthcoming

Grants

GRANTS AND HONORS

EDITORIAL ACTIVITY