Zi WANG

Ph.D. in Marketing

Assistant Professor, Marketing

z.wang@ieseg.fr

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, IÉSEG 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

Wang Z., Yuan R., Liu M., Luo M., Natalie Y., (2023), Does personalized advertising have their best interests at heart? A quantitative study of narcissists' SNS use among Generation Z consumers, *Journal of Business Research*, 165(2023), pp. 114070

Forthcoming

Wang Z., Russa Yuan R., Li B., (2024), Are recommendation systems annoying? An empirical study of assessing the impacts of AI characteristics on technology well-being, *Journal of Consumer Behaviour*, NA(NA), pp. NA

Grants

2022   Seed Corn Funding, University of Sussex (United Kingdom)

2019   National Natural Science Foundation of China (NSFC), Nottingham University Business School (China)

2018   P.hd Full Scholarship, Nottingham University Business School (United Kingdom)

GRANTS AND HONORS

Award

2022   Sussex Spirit, University of Sussex, United Kingdom

2022   Technology Transformation, University of Sussex, United Kingdom

EDITORIAL ACTIVITY

Editor in an academic journal

Science set Journal of Economic Research