



Full name : Zhenzhen ZHAO

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Department : Marketing & Commercial Relations

Tel : 01 40 53 99 99

Area of teaching : Digital Marketing, Web Design

Date of birth : 28 08 1983

Date of 1st appointment at ISC Paris : 2016

Nationality 1 : Chinese

Participating or supporting : Participating

Qualification : SA

Education (degree type, discipline, institution, country, year awarded)

PhD, Computer Science (Human Computer Interaction), Telecom SudParis, France, 2012

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

Teaching experience at ISC Paris (class title + program* + year taught –please tick)

Class title	B*	PGE	MBA	Ex. Ed	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
International e-Marketing		X							X
Digital marketing		X							X
Digital communication & social media		X							X
Luxury Digital Strategy - International e-marketing			X						X
Créativité , design et conception Web	X								X
International e-Marketing and web design									X

*Programme ISC: B= Bachelor, PGE=Programme Grande Ecole, Ex. Ed = Executive education

Teaching experience other than ISC Paris (class title + institution + level taught*)

Class title and Institution	B*	M	D	Ex. Ed	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
UX & Web design, Ecole de Management Léonard de Vinci		X							X
Digital and mobile marketing, ECV-Digital		X							
UX design, Telecom Ecole de Management		X							
Le social mobile marketing, Telecom Ecole de Management		X							

*Level: B=Bachelor, M=Master, D=Doctorate, Ex. Ed = Executive Education

Professional and academic career (date beginning and end, job title, company, city, country)

2014-2016	UX researcher and project coordinator, Fanvoice.com, Paris, France
2013-2016	Senior Researcher in digital marketing, social networks chair, Télécom Ecole de Management, Institut Mines-Télécom, France
2012	Visiting researcher, Tsinghua University, HCI and Media Integration Institute, Beijing, China
2012	Product Manager, NEOTIQ, Paris, France
2011-2013	Product Innovation Consultant, International start-ups
2011	Visiting researcher, Beijing University of Post and Telecommunications (BUPT), Beijing, China
2011	Visiting researcher, Vrije Universiteit Brussel, Brussels, Belgium
2010	Visiting researcher, Fraunhofer FOKUS, NGNI Competence center, Berlin, Germany

Intellectual contributions over the past 5 years (order by type as indicated below with the author(s) name(s), year (or forthcoming), title, name of the journal/editor/conference etc., place...)

Peer reviewed journals

Z. Zhao, D. Renard, M. Elmoukhli and C. Balagué, *What Affects Creative Performance In Idea Co-Creation: Competitive, Cooperative Or Coopetitive Climate?* *International Journal of Innovation Management*. 20 (4): 1-24. April 2016

N. Laga, E. Berlin, I. Bedini, N. Crespi, B. Molina and Z. Zhao, *A Flexible Service Selection for Executing Virtual Services*. *Journal on World Wide Web*, Volume 16, Issue 3, pp 219-245. May 2013.

Z. Zhao, N. Crespi and S. Bhattarai, *The Design, Implementation and Usage Analysis of an Event Based Consumer Mashups System*. *International Journal of Web and Grid Services (IJWGS)*, Vol.8, No.2, pp.173-199. 2012.

Academic/professional meeting proceedings

Z. Zhao and D. Renard, *What Affects Consumers' Brand Perceptions and Behaviors through Viral Promotional Advergaming ? Intrinsic Playfulness or Extrinsic Value of Prizes*. 15ème Journée de recherche sur le Marketing digital, Paris, France, Sep 9, 2016.

M. Elmoukhli, D. Renard, Z. Zhao and C. Balagué, *Crowdsourcing Collective Intelligence through Coopetition*. *Proceedings of Conference on Collective Intelligence*, New York, USA, June 1-3, 2016.

Z. Zhao, M. Elmoukhli, D. Renard, and C. Balagué, *Coopetitive Innovation Contests: Design And Effects On User Behaviors*. *Proceedings of Conference on Information and Communication Technologies in Organizations and Society (ICTO 2016)*, Paris, France, Mar 3-4, 2016.

Z. Zhao, C. Balagué, *A Design Framework of Branded Mobile Applications*. *Proceedings of the 16th International Conference on Human-Computer Interaction with Mobile Devices and Services (MobileHCI 2014)*, Toronto, Canada, Sep 23-26, 2014.

Z. Zhao, X. Huang and N. Crespi, *A System for Web Widget Discovery Using Semantic Distance between User Intent and Social Tags*. *Lecture Notes in Computer Science*. Volume 7710, 2012, pp 1-14. Selected as a book chapter of *Social Informatics*.

Y. Tang and Z. Zhao, *On Semantics in Onto-DIY. On the Move to Meaningful Internet Systems: OTM 2012 Workshops*, Rome, Italy, Sep 10-14, 2012. *Lecture Notes in Computer Science* Volume 7567, 2012, pp 538-542.

P. Yao, Z. Hu, Z. Zhao and N. Crespi, *A Study of Social Behavior in Collaborative User Generated Services*. *Proceedings of the 6th International Conference on Ubiquitous Information Management and Communication (ICUIMC '12)*, Kuala Lumpur, Malaysia, Feb 20-22, 2012.

Z. Zhao, J. Liu and N. Crespi, *Dig-Event: Let's Socialize around Events*. *Proceedings of the ACM 2012 conference on Computer Supported Cooperative Work Companion (CSCW '12)*, Seattle, Washington, Feb 11-15, 2012. pp 279-280.

Z. Zhao, J. Liu and N. Crespi, *The Design of Activity-Oriented Social Networking: Dig-Event*. *Proceedings of the 13th International Conference on Information Integration and Web-based Applications and Services (iiWAS '11)*, Ho Chi Minh City, Vietnam, Dec 5-7, 2011. pp 420-425.

Z. Zhao, S. Bhattarai, J. Liu and N. Crespi, *Mashup Services to Daily Activities: End-user Perspective in Designing a Consumer Mashups*. *Proceedings of the 13th International Conference on Information Integration and Web-based Applications and Services (iiWAS '11)*, Ho Chi Minh City, Vietnam, Dec 5-7, 2011. pp 222-229.

Z. Zhao, S. Bhattarai and N. Crespi, *An Event-Based Functionality Integration Framework*. *Proceedings of the 9th International Conference on Web Services (ICWS '11)*, Washington DC, USA. Jul 4-9, 2011. pp. 720-721.

Z. Zhao, N. Laga and N. Crespi, *User-Centric Service Selection, Integration and Management through Daily Events*. *Proceedings of the 2011 IEEE International Conference on Pervasive Computing and Communications (PERCOM '11)*, Seattle, USA, Mar 21-25, 2011. pp. 94-99.

Other

Z. Zhao, C. Balagué, *Designing branded mobile apps: Fundamentals and Recommendations*. *Journal of Business Horizon* (2015).

Other activities at ISC Paris (for the current academic year – tick those which apply)

Academic or professional consulting for students	
Carry out research under the ISC Paris name or in collaboration with ISC Paris faculty	X
Attend teaching, research and department meetings	X
Contribute to curriculum revision (on the program committee or program revision committee)	
On Assurance of Learning (AOL) committee	
Participate in student recruitment (competitive exam orals, education fairs, open days...)	X
Active on professional project panels	
Active on thesis panels	
Supervise and/or evaluate internship reports and/or thesis	X
Other (please specify)	
Other (please specify)	
Other (please specify)	

Languages in which you can teach (tick those which apply):

French	English	German	Spanish	Other (specify)
	X			

Date of CV : 15 11 2016