



**Zi WANG**

**Ph.D. in Marketing**

**Assistant Professor, Marketing**

[z.wang@ieseg.fr](mailto: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, 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

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

## Grants

- |             |  |
|-------------|--|
| <b>2022</b> | Seed Corn Funding, University of Sussex (United Kingdom)   |
| <b>2019</b> | National Natural Science Foundation of China (NSFC), Nottingham University Business School (China) |
| <b>2018</b> | P.h.d 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