



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

Wang Z., Russa Yuan R., Li B., (2025), Are recommendation systems annoying? An empirical study of assessing the impacts of AI characteristics on technology well-being, *Journal of Consumer Behaviour*, 24(1), pp. 178-200

Wang Z., Yuan R., Liu P., De Kerviler G., (2024), Can you bear with me? A comparison study of multifaceted discrepancy-brand avoidance relationships between China and the US, *International Marketing Review*, 41(6), pp. 1577-1617

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

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

GRANTS AND HONORS

Award

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| 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