


**JULIEN CLOAREC**  
Assistant Professor of Data Science

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**EDUCATION**

- 2019      **Ph.D. in Marketing**  
*Best Thesis Award, French Foundation for Management Education*  
*Special Distinction, French Marketing Association*  
Université Toulouse Capitole, Toulouse, France
- 2016      **M.Sc. in Marketing**  
*Best Thesis Finalist, Syntec Federation*  
Université Toulouse Capitole, Toulouse, France
- 2015      **M.Eng. in Computer Science**  
École Nationale d'Ingénieurs de Brest, Plouzané, France

**POSITIONS**

- 2021 – ...      **Assistant Professor of Data Science**  
Université Jean Moulin Lyon 3, Lyon, France
- 2020 – 2021      **Researcher**  
Université Laval, Québec, Canada
- 2019 – 2020      **Teaching and Research Associate**  
Université Toulouse Capitole, Toulouse, France
- 2016 – 2019      **Teaching and Research Assistant**  
Université Toulouse Capitole, Toulouse, France
- 2018 – 2019      **Visiting Ph.D. Candidate**  
Temple Université, Philadelphia, PA (1 month)  
Karlsruhe Institute of Technology, Karlsruhe, Germany (3 months)

**PUBLICATIONS**

- Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2021), The Personalization–Privacy Paradox at the Nexus of Social Exchange and Construal Level Theories, *Psychology & Marketing*, in press, DOI: [10.1002/mar.21587](https://doi.org/10.1002/mar.21587)

Meyer-Waarden, L. and Cloarec, J. (2021), “Baby, You Can Drive My Car”: Psychological Antecedents that Drive Consumers’ Adoption of AI-powered Autonomous Vehicles, *Technovation*, in press, 120299, DOI: [10.1016/j.technovation.2021.102348](https://doi.org/10.1016/j.technovation.2021.102348)

Cloarec, J. (2020), The Personalization-Privacy Paradox in the Attention Economy, *Technological Forecasting and Social Change*, 161, 120299, DOI: [10.1016/j.techfore.2020.120299](https://doi.org/10.1016/j.techfore.2020.120299)

## CONFERENCE PRESENTATIONS

Cloarec, J., Cadieu, C., and Alrabie, N. (2021), What’s Up Doc? Transparency, Control, and the Personalization-Privacy Paradox through the Transparency-Control Matrix, *50<sup>th</sup> European Marketing Academy Annual Conference*, Madrid, Spain.

Cloarec, J. and Cadieu, C. (2021), Zooming in on Privacy, *50<sup>th</sup> European Marketing Academy Annual Conference*, Madrid, Spain.

de Ona, N., Cloarec, J. and Meyer-Waarden, L. (2021), Giving Up Control: The Role of Automation Level, Data Processing, and Network in Autonomous Vehicles Acceptance, *50<sup>th</sup> European Marketing Academy Annual Conference*, Madrid, Spain.

Favarin, V., Meyer-Waarden, L. and Cloarec, J. (2021), Harder, Better, Faster, Stronger: The Adoption and Use of AI-based m-Health Application, *50<sup>th</sup> European Marketing Academy Annual Conference*, Madrid, Spain.

Cloarec, J. and Cadieu, C. (2021), Zooming in on Privacy, *37<sup>th</sup> International Congress of the French Marketing Association*, Angers, France.

de Ona, N., Cloarec, J. and Meyer-Waarden, L. (2021), Giving Up Control: The Role of Automation Level, Data Processing, and Network in Autonomous Vehicles Acceptance, *37<sup>th</sup> International Congress of the French Marketing Association*, Angers, France.

Favarin, V., Meyer-Waarden, L. and Cloarec, J. (2021), Harder, Better, Faster, Stronger: The Adoption and Use of AI-based m-Health Application, *37<sup>th</sup> International Congress of the French Marketing Association*, Angers, France.

Alrabie, N., Cloarec, J. and Gaillard, H. (2020), Stay at Home: The Direct and Indirect Consequences of the French Government Discourse, *36<sup>th</sup> European Health Management Association Annual Conference*, Amsterdam, Netherlands.

Cloarec, J. and Galluzzo, A. (2020), Modeling of Emerging Business Models, *31<sup>ème</sup> Conférence de l’Association Internationale de Management Stratégique*, Toulouse, France.

Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2020), Social Networking Sites as Drivers of Users’ Willingness to Disclose Information for Personalization, *2020 American Marketing Association Winter Academic Conference*, San Diego, CA.

Cloarec, J. and Galluzzo, A. (2020), Modeling of Emerging Business Models, *2020 American Marketing Association Winter Academic Conference*, San Diego, CA.

- Meyer-Waarden, L., Cloarec, J., de Ona, N., Renoult, M., Rouault, A. and Sheng, W. (2020), Acceptance of Augmented Reality in Interactive e-Shopping Platforms, *2020 American Marketing Association Winter Academic Conference*, San Diego, CA.
- Cloarec, J. (2019), The Personalization-Privacy Paradox in Attention Economy, *50th Association for Consumer Research Annual Conference*, Atlanta, GA.
- Cloarec, J. (2019), The Personalization-Privacy Paradox in Attention Economy, *2019 American Marketing Association Summer Academic Conference*, Chicago, IL.
- Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2019), Happiness as a Driver of Social Exchanges, *2019 American Marketing Association Summer Academic Conference*, Chicago, IL.
- Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2019), Happiness as a Driver of Social Exchanges, *79th Annual Meeting of the Academy of Management*, Boston, MA.
- Cloarec, J. and Alrabie, N. (2019), Electronic Medical Records: For Good or Ill? Data Breaches in the US Healthcare Ecosystem, *35th European Group for Organizational Studies Colloquium*, Edinburgh, UK.
- Cloarec, J. (2019), The Personalization-Privacy Paradox in Attention Economy, *41st R&D Management Conference*, Paris, France.
- Cloarec, J. and Alrabie, N. (2019), Electronic Medical Records: For Good or Ill? Data Breaches in the US Healthcare Ecosystem, *41st R&D Management Conference*, Paris, France.
- Cloarec, J. and Alrabie, N. (2019), Electronic Medical Records: For Good or Ill? Data Breaches in the US Healthcare Ecosystem, *35th European Health Management Association Annual Conference*, Espoo, Finland.
- Meyer-Waarden, L., Cloarec, J. and Munzel, A. (2019), Happiness as a Driver of Social Exchanges, *48th European Marketing Academy Annual Conference*, Hamburg, Germany.
- Galluzzo, A. and Cloarec, J. (2019), Affiliate Marketing on YouTube, *48th European Marketing Academy Annual Conference*, Hamburg, Germany.
- Munzel, A., Cloarec, J. and Meyer-Waarden, L. (2019), Happier with the Internet thanks to Social Networking Sites: An Affective and Cognitive Framework, *48th European Marketing Academy Annual Conference*, Hamburg, Germany.
- Alrabie, N. and Cloarec J. (2019), Electronic Medical Records Breaches in the US Healthcare Ecosystem, *48th European Marketing Academy Annual Conference*, Hamburg, Germany.
- Cloarec, J. and Alrabie, N. (2019), Electronic Medical Records Breaches in the US Healthcare Ecosystem, *35ème Congrès International de l'Association Française du Marketing*, Le Havre, France.
- Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2019), Happier with the Internet Thanks to Social Networking Sites: An Affective and Cognitive Framework, *35ème Congrès International de l'Association Française du Marketing*, Le Havre, France.
- Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2019), Happiness as a Driver of Social Exchanges, *35ème Congrès International de l'Association Française du Marketing*, Le Havre, France.

- Cloarec, J. (2018), The Personalization-Privacy Paradox in Attention Economy, *3<sup>rd</sup> Interdisciplinary Innovation Conference*, Paris, France.
- Cloarec, J. (2018), The Personalization-Privacy Paradox in Attention Economy, *3<sup>rd</sup> European Cooperation for Statistics of Network Data Science Conference*, Warsaw, Poland.
- Cloarec, J. and Alrabie, N. (2018), The Personalization-Privacy Paradox in eHealth, *34<sup>th</sup> European Health Management Association Annual Conference*, Budapest, Hungary.
- Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2018), Privacy Calculus in the Sharing Economy, *47<sup>th</sup> European Marketing Academy Annual Conference*, Glasgow, UK.
- Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2018), Privacy Calculus in the Sharing Economy, *34<sup>ème</sup> Congrès International de l'Association Française du Marketing*, Strasbourg, France.
- Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2017), Disclosure Willingness for Personalization in a Social Commerce Context, *33<sup>ème</sup> Congrès International de l'Association Française du Marketing*, Tours, France.
- Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2017), The Role of Rating Systems in Disclosing Information for Personalized Recommendations, *33<sup>ème</sup> Congrès International de l'Association Française du Marketing*, Tours, France.
- Cloarec, J. and Galluzzo, A. (2017), The Business Models of YouTubers, *33<sup>ème</sup> Congrès International de l'Association Française du Marketing*, Tours, France.
- Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2016), The Influence of Happiness with the Internet on Intention to Disclose Information for Personalized Recommendations, *24<sup>th</sup> International Colloquium on Relationship Marketing*, Toulouse, France.

## **SEMINARS AND INVITED PRESENTATIONS**

- 2021  
 ESCP Business School, Paris, France  
 Business Science Institute, Lyon, France  
 Institut Mines-Télécom, Évry, France  
 Toulouse Business School, France
- 2020  
 York University, York, Canada  
 Université Laval, Québec, Canada  
 Événements Les Affaires, Montréal, Canada  
 Duale Hochschule Baden-Württemberg, Stuttgart, Germany  
 Université Jean Monnet, Saint-Étienne, France  
 Université Jean Moulin Lyon 3, Lyon, France
- 2019  
 Cass Business School, London, UK  
 Tecnológico de Monterrey, Monterrey, Mexico  
 Université Mohammed VI Polytechnique, Ben Guerir, Morocco  
 Institut Mines-Télécom Business School, Évry, France  
 ESSCA Business School, Bordeaux, France  
 emlyon Business School, Écully, France

Excelia Business School, La Rochelle, France  
Neoma Business School/EFMD, Paris, France  
French Foundation for Management Science, Paris, France  
Toulouse Business School/Social and Innovation Marketing, Toulouse, France

2018 Karlsruhe Institute of Technology, Karlsruhe, Germany  
European Center for Advanced Training in Management, Florence, Italy  
European Center for Advanced Training in Management, La Baule, France

## **HONORS/AWARDS/GRANTS**

2020 Best Thesis Award, French Foundation for Management Science – 3,000€  
Thesis Special Distinction, French Marketing Association  
Qualification, French National Universities Council

2019 Association for Consumer Research – \$1,200  
French Foundation for Management Education – 1,100€  
European Cooperation in Science and Technology – 600€

2018 European Center for Advanced Training in Management – 6,000€  
European Cooperation in Science and Technology – 600€  
European Institute for Innovation and Technology – 250€  
Université Toulouse Capitole – 2,800€  
Erasmus+ Program – 700€

2016 Graduate Fellowship, Université Toulouse Capitole – 72,000€  
Best Thesis Finalist, Syntec Federation

## **BOARD MEMBERSHIP**

2020 – ... French Society of Management  
2019 – ... Alumni Association of the European Center for Advanced Training in Management

## **CONFERENCES SERVICE**

2020 Track Chair “Digital Strategies for eHealth”, *31<sup>st</sup> AIMS Conference*  
2019 Organizational Assistant, *50<sup>th</sup> Association for Consumer Research Annual Conference*

## **REVIEW SERVICE**

Ad Hoc Reviewer for *European Journal of Information Systems, Information & Management, Technological Forecasting and Social Change, Journal of Marketing Management, IEEE Transactions on Engineering Management, Recherche et Applications Marketing, Systèmes d’Information et Management, M@n@gement, Revue Française de Gestion*

Reviewer for *International Conference on Information Systems, American Marketing Association, Academy of Management, European Academy of Management, European Marketing Academy, European*

## **UNIVERSITY SERVICE**

2018 – 2019    Research Council of Université Toulouse Capitole  
Disciplinary Committee of Université Toulouse Capitole  
Lab Council of TSM-Research  
Council of the Toulouse School of Management Doctoral Program

## **SUPERVISION**

2020 – ...    Vincent Favarin, Ph.D. Dissertation: “*AI-powered Technologies*”, co-supervisors: Lars Meyer-Waarden and Marc Kuhn, expected graduation: 2023

2020          Danitza Gordillo Chavez, Flavie Le Gurun, Thomas Teychenie, M.Sc. Dissertation: “*Algorithmic Aversion and Autonomous Vehicles Acceptance*”

2019          Nina de Ona, M.Sc. Dissertation: “*Giving up Control: The Role of Automation Level, Data Processing, and Network in Autonomous Vehicles Acceptance*”

## **TEACHING**

Université Toulouse Capitole, Toulouse, France  
Advanced Methods in Marketing Research, 2020, 2021 (Ph.D.)  
Quantitative Marketing, 2018, 2019, 2020 (graduate)  
Digital Marketing, 2020 (graduate)  
Business Research Methodology, 2020 (graduate)  
Quantitative Methodologies, 2018, 2019 (graduate)  
Market Research, 2019 (graduate)  
Marketing Basics, 2017, 2019 (undergraduate and graduate)  
Statistics, 2017, 2019 (undergraduate and graduate)

Universidad de la Sabana, Chía, Colombia  
Big Data Analytics, 2020 (graduate)

Universidad de la Salle, Bogotá D.C., Colombia  
Big Data and AI Ethics, 2019 (graduate)

## **MEDIA**

2021          Les derniers jours de la thèse en management ?, FNEGE Médias

2020          The Personalization-Privacy Paradox in the Attention Economy, FNEGE Médias  
Consommateurs, marketing ciblé, vie privée et RGPD, Xerfi Canal  
Faut-il démanteler Facebook ?, Xerfi Canal

2019          Emerging Landscapes in a World of 4.0., R&D Today