


JULIEN CLOAREC (Ph.D., M.Eng.)

Assistant Professor of Data Science

#BigData – #ArtificialIntelligence – #DataScience – #Privacy – #DigitalMarketing

iaelyon School of Management, Université Jean Moulin
Campus Manufacture des Tabacs, 6 cours Albert Thomas, Lyon 8^e, France
julien.cloarec@protonmail.com | +33 (0)6 32 02 07 18 |  @CloarecJulien

EDUCATION

- 2019 **Ph.D. – Marketing**
Best Thesis Award, French Foundation for Management Education
Special Distinction, French Marketing Association
Université Toulouse Capitole, Toulouse, France
- 2016 **M.Sc. – Marketing**
Best Thesis Finalist, Syntec Federation
Université Toulouse Capitole, Toulouse, France
- 2015 **M.Eng. – 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 University, Philadelphia, PA (1 month)
Karlsruhe Institute of Technology, Karlsruhe, Germany (3 months)

JOURNAL ARTICLES

- Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2022), The Personalization–Privacy Paradox at the Nexus of Social Exchange and Construal Level Theories, *Psychology & Marketing*, 49(3), DOI: [10.1002/mar.21587](https://doi.org/10.1002/mar.21587)

Meyer-Waarden, L. and Cloarec, J. (2022), “Baby, You Can Drive My Car”: Psychological Antecedents that Drive Consumers’ Adoption of AI-powered Autonomous Vehicles, *Technovation*, 109, DOI: [10.1016/j.technovation.2021.102348](https://doi.org/10.1016/j.technovation.2021.102348)

Meyer-Waarden, L., Cloarec, J., Adams, C., Aliman, D. N., and Wirth, V. (2021), Home, Smart Home: How Well-Being Shapes the Adoption of AI-Powered Homes in Smart Cities, *French Journal of Management Information Systems*, 26(4)

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

BOOK

Gaillard, H., Cloarec, J., Senn, J., and Grandazzi, A. (2023), L’expérience de thèse en management, Éditions Management et Société.

BOOK CHAPTERS

Aubert-Hassouni, C. and Cloarec, J. (2022). Privacy Regulation in the Age of Artificial Intelligence. In A. Hanlon & T. Tuten (Eds.), *SAGE Handbook of Digital Marketing*, SAGE Publications Ltd: New-York, US.

CONFERENCE PRESENTATIONS

Aubert-Hassouni, C. and Cloarec, J. (2022), Navigating Marketing Analytics Governance: Scope and Boundary Conditions of Data Protection Officers’ Self-Accountability, *2022 American Marketing Association Winter Academic Conference*, Las Vegas, NV.

Alrabie, N., Fellah-Dehiri, N., and Cloarec, J. (2022), How Privacy Transgression Undermines Consumer Moral Intuitions, *2022 American Marketing Association Winter Academic Conference*, Las Vegas, NV.

Cloarec, J., Cadieu, C., and Alrabie, N. (2022), What’s up Doc? Revisiting the Personalization-Privacy Paradox through the Transparency-Control Framework, *2022 American Marketing Association Winter Academic Conference*, Las Vegas, NV.

Favarin, V., Meyer-Waarden, L., and Cloarec, J. (2022), Harder, Better, Faster, Stronger: The Adoption and Use of AI-based mHealth Applications, *2022 American Marketing Association Winter Academic Conference*, Las Vegas, NV.

de Ona, N., Cloarec, J. and Meyer-Waarden, L. (2022), Giving Up Control: The Role of Automation Level, Data Processing, and Network in Autonomous Vehicle Acceptance, *2022 American Marketing Association Winter Academic Conference*, Las Vegas, NV.

Favarin, V., Meyer-Waarden, L., and Cloarec, J. (2021), Harder, Better, Faster, Stronger: The Adoption and Use of AI-based mHealth Applications, *52nd Association for Consumer Research Annual Conference*, Seattle, WA.

- Bourliataux-Lajoinie, S. and Cloarec, J. (2021), Do You Have a Reservation? How Consumer Privacy Concerns Jeopardize Online Tourism Agencies Evaluation, *52nd Association for Consumer Research Annual Conference*, Seattle, WA.
- Meyer-Waarden, L., Cloarec, J., Adams, C., Aliman, N., Brunet, P., Guibert, F., and Wirth, V. (2021), The Bright and Dark Sides of Artificial Intelligence-powered Smart Homes, *26th French Association for Information Systems Conference*, Nice, France.
- Cloarec, J., Cadieu, C., and Alrabie, N. (2021), What's Up Doc? Transparency, Control, and the Personalization-Privacy Paradox through the Transparency-Control Matrix, *50th European Marketing Academy Annual Conference*, Madrid, Spain.
- Cloarec, J. and Cadieu, C. (2021), Zooming in on Privacy, *50th 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, *50th 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, *50th European Marketing Academy Annual Conference*, Madrid, Spain.
- Cloarec, J. and Cadieu, C. (2021), Zooming in on Privacy, *37th 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, *37th 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, *37th International Congress of the French Marketing Association*, Angers, France.
- Ma, M. L., Vellera, C., and Cloarec, J. (2021), The Impact of Open Innovation on Attitudes and Purchase Intentions of Chinese Museums Cultural and Creative Products, *28th Innovation and Product Development Management Conference*, Milan, Italy.
- Alrabie, N., Cloarec, J. and Gaillard, H. (2020), Stay at Home: The Direct and Indirect Consequences of the French Government Discourse, *36th European Health Management Association Annual Conference*, Amsterdam, Netherlands.
- Cloarec, J. and Galluzzo, A. (2020), Modeling of Emerging Business Models, *31^{ème} 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, *35^{eme} 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, *35^{em} 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, 35^{em} *Congrès International de l'Association Française du Marketing*, Le Havre, France.
- Cloarec, J. (2018), The Personalization-Privacy Paradox in Attention Economy, 3rd *Interdisciplinary Innovation Conference*, Paris, France.
- Cloarec, J. (2018), The Personalization-Privacy Paradox in Attention Economy, 3rd *European Cooperation for Statistics of Network Data Science Conference*, Warsaw, Poland.
- Cloarec, J. and Alrabie, N. (2018), The Personalization-Privacy Paradox in eHealth, 34th *European Health Management Association Annual Conference*, Budapest, Hungary.
- Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2018), Privacy Calculus in the Sharing Economy, 47th *European Marketing Academy Annual Conference*, Glasgow, UK.
- Cloarec, J., Meyer-Waarden, L. and Munzel, A. (2018), Privacy Calculus in the Sharing Economy, 34^{ème} *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^{ème} *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^{ème} *Congrès International de l'Association Française du Marketing*, Tours, France.
- Cloarec, J. and Galluzzo, A. (2017), The Business Models of YouTubers, 33^{ème} *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, 24th *International Colloquium on Relationship Marketing*, Toulouse, France.

SEMINARS AND INVITED PRESENTATIONS

- 2021 Katholische Universität Eichstätt-Ingolstadt, Eichstätt, Germany
 Business Science Institute, Luxemburg
 Open Source Experience/SIDO, Paris, France
 French Marketing Association/NEOMA, Paris, France
 ESCP Business School/CEFAG, Paris, France
 Université Paul Sabatier, Toulouse, France
 Université Paris-Est Créteil, Créteil, France
 Université Paris Nanterre, Paris, France
 Université Savoie Mont-Blanc, Annecy, France
 Université Jean Moulin Lyon 3, 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

- 2019 Duale Hochschule Baden-Württemberg, Stuttgart, Germany
 Université Jean Monnet, Saint-Étienne, France
 Université Jean Moulin Lyon 3, Lyon, France
 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/Ateliers de Thésée, La Rochelle, France
 Neoma Business School/EFMD, Paris, France
 French Foundation for Management Science/Ateliers de Thésée, Paris, 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

RESEARCH SERVICE

- 2023 Co-Editor of the Special Issue “Marketing and Artificial Intelligence” of *Décisions Marketing*, with Sandrine Macé (ESCP Business School) and Koen Pauwels (Northeastern University)
- 2020 Track Chair “Digital Strategies for eHealth”, *31st AIMS Conference*
- 2019 Organizational Assistant, *50th Association for Consumer Research Annual Conference*

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, Décision Marketing*

Reviewer for *International Conference on Information Systems*, *American Marketing Association*, *Academy of Management*, *European Academy of Management*, *European Marketing Academy*, *European Conference on Information Systems*, *Association Internationale de Management Stratégique*, *Association Française du Marketing*

BOARD MEMBERSHIP

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

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, M.Sc. Dissertation: “*Antecedents and Consequences of Algorithm Aversion on Consumers’ Intention to Use Autonomous Vehicles*”
2020 Thomas Teychenie, M.Sc. Dissertation: “*Would You Take a Ride? Risk-Trust Framework and Self-driving Cars*”
2020 Flavie Le Gurun, M.Sc. Dissertation: “*Exploring the Antecedents of Self-efficacy for Autonomous Vehicles*”
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 Jean Moulin Lyon 3, Lyon, France
Digital Branding and Social Media, 2021 (graduate)
Digital Marketing, 2021, 2022 (graduate)
Electronic Point of Sales Management, 2022 (graduate)
Quantitative Marketing, 2021 (graduate)

Université Toulouse Capitole, Toulouse, France
Advanced Methods in Marketing Research, 2020, 2021, 2022 (Ph.D.)
Digital Marketing, 2020, 2021 (graduate)
Quantitative Marketing, 2018, 2019, 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, 2021 (graduate)

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

MEDIA

2021 Doctorat : les grandes transformations de la thèse en management ?, The Conversation
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