


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

Assistant Professor of Data Science

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## 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
- 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 – 2019)  
Karlsruhe Institute of Technology, Karlsruhe, Germany (3 months – 2018)

## 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) [AJG/ABS 3, FNEGE 2]
- 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) [AJG/ABS 3, FNEGE 2]

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), DOI: [10.3917/sim.214.0055](https://doi.org/10.3917/sim.214.0055) [FNEGE 2]

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) [AJG/ABS 3, FNEGE 2]

## 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, *ISMS Marketing Science Conference*, Chicago, IL.

Pavone, G., Cloarec, J., Kuhn, M., Meyer-Waarden, L., and Munzel A. (2022), “Now, take your hands from the steering wheel!” How trust, well-being, and privacy concerns influence intention to use semi- and fully autonomous cars, *51<sup>th</sup> European Marketing Academy Annual Conference*, Budapest, Hungary.

Aubert-Hassouni, C. and Cloarec, J. (2022), Navigating Marketing Analytics Governance: Scope and Boundary Conditions of Data Protection Officers' Self-Accountability, *51<sup>th</sup> European Marketing Academy Annual Conference*, Budapest, Hungary.

Favarin, V., Meyer-Waarden, L., and Cloarec, J. (2022), Acceptance of Augmented Reality in Interactive e-Shopping Apps, *51<sup>th</sup> European Marketing Academy Annual Conference*, Budapest, Hungary.

Teychenié, T., Cloarec, J., and Meyer-Waarden, L. (2022), “Hot from the Press!”: Crash Coverage as a Psychological Barrier to Autonomous Vehicle Adoption, *51<sup>th</sup> European Marketing Academy Annual Conference*, Budapest, Hungary.

Pavone, G., Cloarec, J., Kuhn, M., Meyer-Waarden, L., and Munzel A. (2022), “Now, take your hands from the steering wheel!” How trust, well-being, and privacy concerns influence intention to use semi- and fully autonomous cars, *38<sup>th</sup> International Congress of the French Marketing Association*, Tunis, Tunisia, **Best Paper Award**

- Alrabie, N., Fellah-Dehiri, N., and Cloarec, J. (2022), How Privacy Transgression Undermines Consumer Moral Intuitions, *38<sup>th</sup> International Congress of the French Marketing Association*, Tunis, Tunisia.
- 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, *52<sup>nd</sup> 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, *52<sup>nd</sup> 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, *26<sup>th</sup> 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, *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.
- 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, *28<sup>th</sup> 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, *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, *50<sup>th</sup> 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, *79<sup>th</sup> 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, *35<sup>th</sup> European Group for Organizational Studies Colloquium*, Edinburgh, UK.
- Cloarec, J. (2019), The Personalization-Privacy Paradox in Attention Economy, *41<sup>st</sup> 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, *41<sup>st</sup> 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, *35<sup>th</sup> European Health Management Association Annual Conference*, Espoo, Finland.
- Meyer-Waarden, L., Cloarec, J. and Munzel, A. (2019), Happiness as a Driver of Social Exchanges, *48<sup>th</sup> European Marketing Academy Annual Conference*, Hamburg, Germany.
- Galluzzo, A. and Cloarec, J. (2019), Affiliate Marketing on YouTube, *48<sup>th</sup> 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, *48<sup>th</sup> European Marketing Academy Annual Conference*, Hamburg, Germany.
- Alrabie, N. and Cloarec J. (2019), Electronic Medical Records Breaches in the US Healthcare Ecosystem, *48<sup>th</sup> European Marketing Academy Annual Conference*, Hamburg, Germany.
- Cloarec, J. and Alrabie, N. (2019), Electronic Medical Records Breaches in the US Healthcare Ecosystem, *35<sup>ème</sup> 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<sup>ème</sup> 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<sup>ème</sup> 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**

2022 ESCP Business School/CEFAG (France), Katholische Universität Eichstätt-Ingolstadt, Eichstätt (Germany), Université de Picardie Jules Verne (France), Nantes Université (France), Duale Hochschule Baden-Württemberg (Germany), Toulouse Business School (France)

2021 Business Science Institute (Thailand), Open Source Experience/SIDO (France), French Marketing Association/NEOMA (France), ESCP Business School/CEFAG (France), Université Paul Sabatier (France), Université Paris-Est Créteil (France), Université Paris Nanterre (France), Université Savoie Mont-Blanc (France), Université Jean Moulin Lyon 3 (France), Institut Mines-Télécom (France), Toulouse Business School (France)

2020 York University (Canada), Université Laval (Canada), Événements Les Affaires (Canada), Duale Hochschule Baden-Württemberg (Germany), Université Jean Monnet (France), Université Jean Moulin Lyon 3 (France)

2019 Cass Business School, London (UK), Tecnológico de Monterrey, Monterrey (Mexico), Université Mohammed VI Polytechnique (Morocco), Institut Mines-Télécom Business School (France), ESSCA Business School (France), emlyon Business School (France), Excelia Business School/Ateliers de Thésée (France), Neoma Business School/EFMD (France), French Foundation for Management Science/Ateliers de Thésée (France)

2018 Karlsruhe Institute of Technology, Karlsruhe (Germany), European Center for Advanced Training in Management (Italy), European Center for Advanced Training in Management (France)

## **HONORS/AWARDS/GRANTS**

2022 Best Paper Award, French Marketing Association

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)
- 2019      Organizational Assistant, 50<sup>th</sup> 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, Journal of Services Marketing, 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, Association Étienne Thil*

## **BOARD MEMBERSHIP**

- 2020 – ...      Vice-President – French Society of Management  
2022 – ...      Board and Council Member – French Marketing Association  
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, expected graduation: 2023

## TEACHING

Université Jean Moulin Lyon 3, Lyon, France

Digital Branding and Social Media, 2021 (graduate)  
Digital Marketing, 2021, 2022 (graduate)  
e-Commerce, 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

- 2022 [Dépoussiérer l'enseignement des méthodes quantitatives en gestion](#), Xerfi Canal  
[Metavers : fin de la vie privée, de l'intimité et hypersurveillance](#), Xerfi Canal
- 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