

# JULIEN CLOAREC

Full Professor of Quantitative Marketing

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## POSITIONS

- 2023 – ... **Full Professor**  
Université Jean Moulin Lyon 3, Lyon, France
- 2023 – ... **Visiting Researcher**  
York University, Toronto, Canada
- 2022 – 2023 **Associate Professor**  
Université Jean Moulin Lyon 3, Lyon, France
- 2021 – 2022 **Assistant Professor**  
Université Jean Moulin Lyon 3, Lyon, France

## EDUCATION

- 2023 **Habilitation – Marketing**  
Université Toulouse Capitole, Toulouse, France
- 2019 **Ph.D. – Marketing**  
Université Toulouse Capitole, Toulouse, France
- 2016 **M.Sc. – Marketing**  
Université Toulouse Capitole, Toulouse, France
- 2015 **M.Eng. – Computer Science**  
École Nationale d'Ingénieurs de Brest, Plouzané, France

## PUBLICATIONS

- Venard, B., Baruch, Y. and Cloarec J. (in press). Consequences of Corruption: Determinants of Public Servants' Job Satisfaction and Performance, *International Journal of Human Resource Management*, DOI: [10.1080/09585192.2022.2161323](https://doi.org/10.1080/09585192.2022.2161323) [AJG/ABS 3, FNEGE 2]
- Cloarec, J. (2022), Privacy Controls as an Information Source to Reduce Data Poisoning in AI-powered Personalization, *Journal of Business Research*, 152, DOI: [10.1016/j.jbusres.2022.07.045](https://doi.org/10.1016/j.jbusres.2022.07.045) [AJG/ABS 3, FNEGE 2]
- 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, Sweet Home: How Well-Being Shapes the Adoption of AI-Powered Apartments in Smart Cities, *Systèmes d’Information et Management*, 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., et Grandazzi, A. (2023), [L’expérience de thèse en management](#), Éditions Management et Société.

## BOOK CHAPTERS

Gaillard, H. and Cloarec, J. (2023). Privacy Regulation in the Age of Artificial Intelligence. In Gaillard, H., Cloarec, J., Senn, J., and Grandazzi, A. (coord.), [L’expérience de thèse en management](#), Éditions Management et Société.

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.

## CONFERENCES

Teychenié, T., Cloarec, J., Kuhn, M., and Meyer-Waarden, L. (2023), Algorithm Morality: The Impact of Autonomous Vehicles' Accidents on Driver Responsibilities, Guilt, and Well-Being, 47<sup>th</sup> *Academy of Marketing Science Annual Conference*, New Orleans, LA.

Teychenié, T., Cloarec, J., Kuhn, M., and Meyer-Waarden, L. (2023), Algorithm Morality: The Impact of Autonomous Vehicles' Accidents on Driver Responsibilities, Guilt, and Well-Being, 52<sup>nd</sup> *European Marketing Academy Annual Conference*, Odense, Denmark.

Teychenié, T., Cloarec, J., Kuhn, M., and Meyer-Waarden, L. (2023), Algorithm Morality: The Impact of Autonomous Vehicles' Accidents on Driver Responsibilities, Guilt, and Well-Being, 39<sup>ème</sup> *Congrès International de l’Association Française du Marketing*, Vannes, France.

Favarin, V., Meyer-Waarden, L., and Cloarec, J. (2023), Autonomous Vehicles as Marketplace: How Construal Level Theory Shed Light on Tension in the Data Environment?, 39<sup>ème</sup> *Congrès International de l’Association Française du Marketing*, Vannes, France.

Cloarec, J. and Deslée, A. (2023), Into the Metaverse: When Embodiment and Privacy Craft Digital Natives’ Well-Being, 39<sup>ème</sup> *Congrès International de l’Association Française du Marketing*, Vannes, France.

- Favarin, V., Meyer-Waarden, L., and Cloarec, J. (2023), Autonomous Vehicles as Marketplace: How Construal Level Theory Shed Light on Tension in the Data Environment?, *2023 American Marketing Association Winter Academic Conference*, Nashville, TN.
- 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>st</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>st</sup> European Marketing Academy Annual Conference*, Budapest, Hongie.
- Favarin, V., Meyer-Waarden, L., and Cloarec, J. (2022), Acceptance of Augmented Reality in Interactive e-Shopping Apps, *51<sup>st</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>st</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> Congrès International de l'Association Française du Marketing*, Tunis, Tunisia, **Best Paper Award**
- Alrabie, N., Fellah-Dehiri, N., and Cloarec, J. (2022), How Privacy Transgression Undermines Consumer Moral Intuitions, *38<sup>ème</sup> Congrès International de l'Association Française du Marketing*, 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>ème</sup> Conférence de l'Association Information et Management*, 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>ème</sup> Congrès International de l'Association Française du Marketing*, 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>ème</sup> Congrès International de l'Association Française du Marketing*, 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>ème</sup> Congrès International de l'Association Française du Marketing*, 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, Finlande.
- 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

**Artificial Intelligence** – Institut Mines-Télécom (Paris, France, 2023), ESDES Business School (Lyon, France, 2023), Université de Bordeaux (Bordeaux, France, 2022), Printemps des Études (Paris, France, 2022), Colloque Etienne Thil (La Rochelle, France, 2022), Laboratoire CERAG (Grenoble, France, 2022), Laboratoire CleRMa (Clermont-Ferrand, France, 2022), Open Source Experience/SIDO (Paris, France, 2021), Événements Les Affaires (Québec, Canada, 2020)

**R Training** – Laboratoire CERAG (Grenoble, France, 2023), École de Management Léonard de Vinci (Courbevoie, France, 2023), Duale Hochschule Baden-Württemberg (Stuttgart, Germany, 2022), Association Française du Marketing (Paris, France, 2021), Toulouse Business School (Toulouse, France, 2021), Duale Hochschule Baden-Württemberg (Stuttgart, Germany, 2020)

**Miscellaneous** – AFM Doctoral Colloquium (Vannes, France, 2023 – Book), CEFAG (Paris, France, 2022 – Seminar on the Job Market), Katholische Universität Eichstätt-Ingolstadt (Eichstätt, Germany, 2022 – Seminar on Privacy), Université de Picardie Jules Verne (Amiens, France, 2022 – Paper), Nantes Université (Nantes, France, 2022 – Paper), AFM Doctoral Bootcamp (Toulouse, France, 2022 – Paper), CEFAG (Paris, France, 2021 – Seminar on the Job Market), York University (Toronto, Canada, 2020 – Paper), Université Laval (Québec, Canada, 2020 – Paper), Laboratoire COACTIS (Lyon, France, 2020 – Paper), Laboratoire Magellan (Lyon, France, 2020 – Paper), Cass Business School (Londres, UK, 2019 – Paper), Tecnológico de Monterrey (Monterrey, Mexico, 2019 – Paper), Université Mohammed VI Polytechnique (Ben Guérir, Morocco, 2019 – Paper), Ateliers de Thésée (La Rochelle, France, 2019 – Paper), Ateliers de Thésée (Paris, France, 2019 – Paper), Karlsruhe Institute of Technology (Karlsruhe, Germany, 2018 – Paper)

## HONORS, AWARDS AND GRANTS

- 2023            Performance-based Research Grant, Magellan – 17,600€  
                  “Bourgeois” Grant, Université Jean Moulin Lyon 3 – 9,500€  
                  Research Startup Grant, Université Jean Moulin Lyon 3 – 5,000€
- 2022            Best Paper Award, French Marketing Association  
                  New Researcher Grant, Magellan – 2,000€
- 2020            Best Thesis Award, French Foundation for Management Science – 3,000€  
                  Thesis Special Distinction, French Marketing Association
- 2019            Travel Stipend, Association for Consumer Research – \$1,200  
                  Travel Stipend, French Foundation for Management Education – 1,100€  
                  Travel Stipend, European Cooperation in Science and Technology – 600€
- 2018            European Center for Advanced Training in Management – 6,000€  
                  Travel Stipend, European Cooperation in Science and Technology – 600€  
                  Travel Stipend, European Institute for Innovation and Technology – 250€  
                  Travel Stipend, Université Toulouse Capitole – 2,800€  
                  Travel Stipend, 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, Colloque Étienne Thil*

## **BOARD MEMBERSHIP**

2022 – ... Head of the Publication Booster – French Marketing Association  
2022 – ... Elected Council Member – French Marketing Association  
2020 – 2023 Vice-President – French Society of Management  
2019 – 2020 Alumni Association of the European Center for Advanced Training in Management

## **UNIVERSITY SERVICE**

2022 Search Committee, Assistant Professor in Digital Marketing, Nantes Université  
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: “*An Assemblage Perspective on Artificial Intelligence*”, co-supervisors: Lars Meyer-Waarden, expected graduation: 2024  
2022 – ... Thomas Teychenié, Ph.D. Dissertation: “*The Moral Psychology of Artificial Intelligence*”, co-supervisors: Lars Meyer-Waarden, expected graduation: 2025

## **MEDIA**

2023 Valoriser pour impacter, nouvel incontournable doctoral ?, FNEGE Médias  
Ce que nous disent les expériences des jeunes docteurs en management, FNEGE Médias  
Après la thèse, pourquoi faire un postdoctorat ?, The Conversation  
Comment les acteurs du commerce se « réancrent » sur le territoire, The Conversation  
2022 Dans les coulisses du Cefag, un booster de carrière en sciences de gestion, Campus Matin  
Dépoussiérer l'enseignement des méthodes quantitatives en gestion, Xerfi Canal  
Metavers : fin de la vie privée, de l'intimité et hypersurveillance, Xerfi Canal  
Le metavers, de la fin de la vie privée à la fin de l'intimité, Third  
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