

# JENNY LENA ZIMMERMANN | CV

📍 EDHEC Business School  
24 Avenue Gustave Delory CS 50411 – Roubaix Cedex 1 – France

☎ +33 3 20 15 46 56 • ✉ [jenny.zimmermann@edhec.edu](mailto:jenny.zimmermann@edhec.edu)

## ACADEMIC POSITIONS

---

**Assistant Professor** **Lille, France**  
*EDHEC Business School* *since 09/24*

**Visiting Scholar** **Rotterdam, the Netherlands**  
*Rotterdam School of Management, Erasmus University* *08/21 - 08/24*

- Doc.Mobility scholarship, Swiss National Science Foundation
- Hosts: Stefano Puntoni and Anne-Kathrin Klesse

**Research Associate** **St.Gallen, Switzerland**  
*Institute of Behavioral Science and Technology, University of St.Gallen* *08/21 - 07/24*  
*Institute for Customer Insight, University of St.Gallen* *09/18 - 07/21*

## EDUCATION

---

**Ph.D. in Management** **St.Gallen, Switzerland**  
*University of St.Gallen* *defended 08/24*

- Ph.D. Programme in Management (PMA), specialization in Marketing
- Ph.D. committee: Emanuel de Bellis and Stefano Puntoni
- Thesis proposal defended in July 2020

**M.Sc. in Physics and Management** **Ulm, Germany**  
*Ulm University* *2018*

**B.Sc. in Physics** **Heidelberg, Germany**  
*Heidelberg University* *2015*

## RESEARCH OVERVIEW

---

My research is at the intersection of technology and consumer behavior. I am particularly interested in how consumer-product relationships evolve as technology becomes more autonomous, as evidenced by the phenomenon of consumer-created product nicknames. In addition, I investigate how product perceptions change as a result of specific features of new technologies, such as their ability to move autonomously. To address my research questions, I employ multiple methods, including experimental studies, online panel surveys, laboratory studies, field studies, and secondary data analysis.

## PUBLICATIONS AND WORKING PAPERS (see appendix for selected abstracts)

---

**Zimmermann, Jenny L.**, Emanuel de Bellis, Reto Hofstetter, and Stefano Puntoni, "Nicknaming Autonomous Products," *R&R at the Journal of Consumer Research* (FT50 journal).

**Zimmermann, Jenny L.**, Emanuel de Bellis, Reto Hofstetter, and Stefano Puntoni, "Customer-Centric Motion Design," *manuscript in preparation for submission to the Journal of Consumer Research* (FT50 journal).

**Zimmermann, Jenny L.\***, Jonas Görden\*, Emanuel de Bellis, Reto Hofstetter, and Stefano Puntoni (2023; \*shared first authorship), "Smart Product Breakthroughs Depend on Customer Control," *MIT Sloan Management Review* (FT50 journal), access [here](#).

Cadario, Romain, **Jenny L. Zimmermann**, and Bram Van den Bergh, "How and When Default Presumed-Consent Language Promotes Health Behaviors," *in preparation for 3rd round at the Journal of Marketing* (FT50 journal).

Scharfenberger, Philipp, Jan R. Landwehr, Claire I. Tsai, **Jenny L. Zimmermann**, Andreas Herrmann, and Ann L. McGill (2020), "How Consumption Vocabulary Directs Product Discussions: The Guiding Influence of Feature Labels on Consumers' Communication and Learning about Products in Online Communities," *Journal of Marketing Behavior*, 4 (2-4), 173-202, access [here](#).

## RESEARCH IN PROGRESS

---

Prix, Sophia, **Jenny L. Zimmermann**, and Emanuel de Bellis, "Collaborating, Competing, or Coopeting with Machines? Investigating Relationships with Autonomous Products," *data collection in progress*.

Hofstetter, Reto, Jonas Görden, **Jenny L. Zimmermann**, Emanuel de Bellis, and Stefano Puntoni, "Smart Products and Data Privacy," *preparing article*.

## TRANSFER PUBLICATIONS AND BOOK CHAPTERS

---

**Zimmermann, Jenny L.**, Jonas Görden, Emanuel de Bellis, and Reto Hofstetter (2022), "Smart Products Report 2022," access to top insights [here](#), press coverage.

**Zimmermann, Jenny L.** (2021), "Data Competitions: Crowdsourcing with Data Science Platforms," in *The Machine Age of Customer Insight*, Emerald Publishing Limited, Bingley, 183-197, ed. Martin Einhorn, Michael Löffler, Andreas Herrmann, Emanuel de Bellis, and Pia Burghartz, access [here](#).

**Zimmermann, Jenny L.**, Melanie Clegg, Emanuel de Bellis, and Reto Hofstetter (2020), "Smart Products Report 2020," access to top insights [here](#), access to summarizing video (in German) [here](#), press coverage with over 80 articles in total.

**Zimmermann, Jenny L.**, Melanie Clegg, Emanuel de Bellis, and Reto Hofstetter (2020), "When Products Become Independent – Recommendations for Action for the Adoption of Smart Products" (original title: "Wenn sich Produkte selbstständig machen – Handlungsempfehlungen zur Adoption von smarten Produkten"), *Schweizerische Gesellschaft für Marketing Forschungsreihe*, access [here](#).

## CONFERENCE PRESENTATIONS (\* Jenny L. Zimmermann as presenter; competitive papers unless otherwise stated)

---

### **Nicknaming Autonomous Products**

Swiss Academy of Marketing Science (SAMS) conference, Lucerne, 2022\*

Association for Consumer Research (ACR) conference, Denver, 2022\*

Theory and Practice in Marketing (TPM) conference, Atlanta, 2022\*

American Psychological Association's conference on Technology, Mind, & Society (TMS), online, 2021\*

American Marketing Association (AMA) conference, online, 2021\*

### **Customer-Centric Motion Design**

Association for Consumer Research (ACR) conference, Seattle, 2023\*

Theory and Practice in Marketing (TPM) conference, Lausanne, 2023\*

European Marketing Academy (EMAC) conference, Odense, 2023 (doctoral colloquium and job market simulation)\*

### **Presumed-Consent Language**

AMA Consumer Behavior SIG (CBSIG) conference, Vienna, 2024

Association for Consumer Research (ACR) conference, Seattle, 2023

### **Evolving Relationships with New Technologies**

Association for Consumer Research (ACR) conference, Seattle, 2023 (working paper)

Theory and Practice in Marketing (TPM) conference, Lausanne, 2023

### **Consumption Vocabulary**

Swiss Academy of Marketing Science (SAMS) conference, Lucerne, 2020\*

### GRANTS AND FELLOWSHIPS (>USD 50k)

---

#### **Basic Research Fund (USD 107,680)**

*University of St.Gallen*

Funding of the research project "Consumer Perception and Adoption of Self-Moving Products," with Emanuel de Bellis

**St.Gallen, Switzerland**

05/23

#### **Doc.Mobility Fellowship (USD 74,750)**

*Swiss National Science Foundation (SNSF)*

18-month research visit at Rotterdam School of Management, Erasmus University, host: Stefano Puntoni

**Rotterdam, the Netherlands**

10/20

### TEACHING EXPERIENCE

---

#### **Instructor and guest lecturer, University of St.Gallen**

Empirical Social Research, tutorial (approx. 600 Bachelor students)

**St.Gallen, Switzerland**

03/21 - 08/24

#### **Instructor, Rotterdam School of Management**

B.Sc. Project Behavioral Experts (approx. 30 Bachelor students)

**Rotterdam, the Netherlands**

01/23 - 08/23

#### **Co-supervision of Master's theses, Rotterdam School of Management**

15 Master students (with Anne-Kathrin Klesse and Antonia Krefeld-Schwalb)

**Rotterdam, the Netherlands**

01/23 - 08/23

#### **Supervision of Bachelor's and Master's theses, University of St.Gallen**

15 Bachelor and Master students

**St.Gallen, Switzerland**

09/18 - 09/21

### SERVICE TO THE FIELD

---

Reviewer, AMA Consumer Behavior SIG conference, 2024

Reviewer, Journal of Retailing, since 2023

Reviewer, European Conference on Information Systems (ECIS) conference, since 2023

Reviewer, Association for Consumer Research (ACR) conference, since 2022

Fellow, Psychology of AI Lab, Erasmus Centre for Data Analytics, since 2021

Fellow, Smart Products Lab, Universities of St.Gallen and Lucerne, since 2020

### REFERENCES

---

#### **Emanuel de Bellis**

Associate Professor of Empirical Research Methods

Institute of Behavioral Science and Technology

University of St.Gallen

Torstrasse 25

9000 St.Gallen

✉ [emanuel.debellis@unisg.ch](mailto:emanuel.debellis@unisg.ch)

☎ +41712247712

#### **Stefano Puntoni**

Professor of Marketing

Marketing Department

The Wharton School, University of Pennsylvania

3730 Walnut Street

PA 19104 Philadelphia

✉ [puntoni@wharton.upenn.edu](mailto:puntoni@wharton.upenn.edu)

☎ +1218986494

**Reto Hofstetter**

Professor of Marketing  
Faculty of Economics and Management  
University of Lucerne  
Frohburgstrasse 3  
6002 Lucerne  
✉ reto.hofstetter@unilu.ch  
☎ +41412295880

**Bram Van den Bergh**

Professor of Marketing  
Department of Marketing Management  
Rotterdam School of Management, Erasmus University  
Burgemeester Oudlaan 50  
3062 PA Rotterdam  
✉ bbergh@rsm.nl  
☎ +31104081968