

# JENNY LENA ZIMMERMANN | CV

📍 EDHEC Business School  
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## ACADEMIC POSITIONS

**Assistant Professor of Marketing**  
EDHEC Business School

**Lille, France**  
since 09/24

### Visiting Scholar

Rotterdam School of Management, Erasmus University  
• Doc.Mobility scholarship, Swiss National Science Foundation  
• Hosts: Stefano Puntoni and Anne-Kathrin Klesse

**Rotterdam, the Netherlands**  
08/21 - 08/24

### Research Associate

Institute of Behavioral Science and Technology, University of St.Gallen  
Institute for Customer Insight, University of St.Gallen

**St.Gallen, Switzerland**  
08/21 - 07/24  
09/18 - 07/21

## EDUCATION

**Ph.D. in Management (specialization in Marketing)**  
University of St.Gallen

- Ph.D. committee: Emanuel de Bellis and Stefano Puntoni
- Ph.D. defense: August 2024, Ph.D. graduation: February 2025, summa cum laude

**St.Gallen, Switzerland**  
2025

**M.Sc. in Physics and Management**  
Ulm University

**Ulm, Germany**  
2018

**B.Sc. in Physics**  
Heidelberg University

**Heidelberg, Germany**  
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

**Zimmermann, Jenny L.**, Emanuel de Bellis, Reto Hofstetter, and Stefano Puntoni, "The Nicknaming Effect: How to Regain Control over Autonomous Products," *in preparation for 3rd round submission at the Journal of Consumer Research*

Cadario, Romain, **Jenny L. Zimmermann**, and Bram Van den Bergh (2025), "Beyond Opt-Out: How Presumed-Consent Language Shapes Persuasion," *Journal of Marketing*, <https://doi.org/10.1177/00222429251323885>

**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*, access [here](#)

**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*

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, <http://dx.doi.org/10.1561/107.00000070>

## RESEARCH IN PROGRESS

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

Chun, Libby and **Jenny L. Zimmermann** "Consumer Acceptance of AI-Generated Art," *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

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**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)

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### The Nicknaming Effect

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\*

### Presumed-Consent Language

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

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

### 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)\*

**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)**

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**Doc.Mobility Fellowship (USD 74,750)****Rotterdam, the Netherlands***Swiss National Science Foundation (SNSF)**10/20*

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

**TEACHING EXPERIENCE**

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**Instructor, EDHEC Business School****Lille, France**

Understanding Consumers and Markets, lecture (approx. 170 Pre-Master students)

*since 03/25***Course Coordinator and Instructor, EDHEC Business School****Lille, France**

Digital Marketing, lecture (approx. 150 Master students)

*since 01/25***Course Coordinator and Instructor, EDHEC Business School****Nice, France**

Future of Digital: Transformation and New Game Changers, lecture (approx. 40 Bachelor students)

*since 09/24***Supervision of Bachelor's and Master's theses, EDHEC Business School****Lille, France**

Bachelor and Master students

*since 09/24***Instructor and Guest Lecturer, University of St.Gallen****St.Gallen, Switzerland**

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

*03/21 - 08/24***Instructor, Rotterdam School of Management****Rotterdam, the Netherlands**

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

*01/23 - 08/23***Co-supervision of Master's theses, Rotterdam School of Management****Rotterdam, the Netherlands**

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

*01/23 - 08/23***Supervision of Bachelor's and Master's theses, University of St.Gallen****St.Gallen, Switzerland**

Bachelor and Master students

*09/18 - 09/21***SERVICE TO THE FIELD**

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Ad-hoc Reviewer, AMA Consumer Behavior SIG conference, 2024

Ad-hoc Reviewer, Journal of Retailing, since 2023

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

Ad-hoc Reviewer, Association for Consumer Research (ACR) conference, 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

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### **Emanuel de Bellis**

Associate Professor of Empirical Research Methods  
Institute of Behavioral Science and Technology  
University of St.Gallen  
Torstrasse 25  
9000 St.Gallen  
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### **Reto Hofstetter**

Professor of Executive Education  
Institute for Marketing and Customer Insight  
University of St.Gallen  
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### **Stefano Puntoni**

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### **Bram Van den Bergh**

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