

JENNY LENA ZIMMERMANN | CV

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

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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

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 Görgen*, 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](#).

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>.

SELECTED RESEARCH IN PROGRESS

Zimmermann, Jenny L., Emanuel de Bellis, Reto Hofstetter, and Stefano Puntoni, “Customer-Centric Motion Design,” *data collection in progress*.

Hofstetter, Reto, Jonas Görgen, **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 Görgen, 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)

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

European Marketing Academy (EMAC) conference, Madrid, 2025*

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

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

AWARDS

BVM/VMÖ/SWISS INSIGHTS Young Researcher Award 2025 (from the Austrian, German, and Swiss associations for market research).

GRANTS AND FELLOWSHIPS (>USD 50k)

Doc.Mobility Fellowship

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

Course Coordinator and Instructor, EDHEC Business School Consumers, AI, and Machine Interaction, lecture (approx. 40 Bachelor students)	Lille, France <i>since 2025</i>
Instructor, EDHEC Business School Marketing Research Methods, lecture (approx. 170 Pre-Master students)	Lille, France <i>since 2025</i>
Instructor, EDHEC Business School Introduction to Research in Consumer Behavior, lecture (approx. 170 Pre-Master students)	Lille, France <i>since 2025</i>
Course Coordinator and Instructor, EDHEC Business School Future of Digital: Transformation and New Game Changers, lecture (approx. 40 Bachelor students)	Nice, France <i>since 2024</i>
Instructor, EDHEC Business School Understanding Consumers and Markets, lecture (approx. 170 Pre-Master students)	Lille, France <i>2025</i>
Course Coordinator and Instructor, EDHEC Business School Digital Marketing, lecture (approx. 150 Master students)	Lille, France <i>2025</i>
Supervision of Bachelor's and Master's theses, EDHEC Business School Bachelor and Master students	Lille, France <i>since 2024</i>
Instructor and Guest Lecturer, University of St.Gallen Empirical Social Research, tutorial (approx. 600 Bachelor students)	St.Gallen, Switzerland <i>2021 – 2024</i>
Instructor, Rotterdam School of Management B.Sc. Project Behavioral Experts (approx. 30 Bachelor students)	Rotterdam, the Netherlands <i>2023</i>
Co-supervision of Master's theses, Rotterdam School of Management Master students (with Anne-Kathrin Klesse and Antonia Krefeld-Schwalb)	Rotterdam, the Netherlands <i>2023</i>
Supervision of Bachelor's and Master's theses, University of St.Gallen Bachelor and Master students	St.Gallen, Switzerland <i>2018 – 2021</i>

SERVICE TO THE FIELD

Ad-hoc Reviewer, Journal of Interactive Marketing, since 2024
 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

Emanuel de Bellis

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 Institute of Behavioral Science and Technology
 University of St.Gallen
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Stefano Puntoni

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Reto Hofstetter

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Bram Van den Bergh

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