

CURRICULUM VITAE

Khaoula AKDIM

1. Education

Ph.D., Marketing, University of Zaragoza, Spain (defended on March 1st, 2023) (Distinction: outstanding/sobresaliente, cum laude)	9/2018 to 3/2023
International Master in Agro-food Marketing, International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM), Spain (cum máxima laude, 9,2/10).	9/2015 to 7/2017
Diploma in Agricultural Engineering, Agronomic and Veterinary Institute Hassan II Rabat, Morocco (cum máxima laude, 9,58/10)	09/2010 to 10/2014

2. Research and Publications

Peer-reviewed journal articles

- Akdim, K., Casalo, L.V. (2023). Perceived value of AI-based recommendations service: the case of voice assistants. *Serv Bus.* <https://doi.org/10.1007/s11628-023-00527-x> (ABS 1; IF: 5.236)
- Flavián, C., Akdim, K., & Casalo, L. V. (2023). Effects of voice assistant recommendations on consumer behavior. *Psychology & Marketing.* 40(2), 328-346. (ABS 3; IF: 5.507)
- Akdim, K., Casalo, L. V., & Flavián, C. (2022). The role of utilitarian and hedonic aspects in the continuance intention to use social mobile apps. *Journal of Retailing and Consumer Services.* [Doi.org/10.1016/j.jretconser.2021.102888](https://doi.org/10.1016/j.jretconser.2021.102888). (ABS 2; IF: 7.135)
- Akdim, K., Belanche, D., & Flavián, M. (2021). Attitudes toward service robots: analyses of explicit and implicit attitudes based on anthropomorphism and construal level theory. *International Journal of Contemporary Hospitality Management.* [Doi.org/10.1108/IJCHM-12-2020-1406](https://doi.org/10.1108/IJCHM-12-2020-1406). (ABS 3; IF: 5.667)
- Akdim, K. (2021). The influence of eWOM. Analyzing its characteristics and consequences, and future research lines. *Spanish Journal of Marketing-ESIC.* 25(2). [Doi.org/10.1108/SJME-10-2020-0186](https://doi.org/10.1108/SJME-10-2020-0186). (SCOPUS: 6.8)

Work in progress

- “A cosmopolitan framework toward more ethical and bias free AI”, with Hector Gonzalez-Jimenez. Status: Final write-up. Target journal: *British Journal of Management*.
- “Does smart service recovery harm customer orientation? A feeling economy perspective”, with Diego Costa Pinto, Rafael Luis Wagner and Hector Gonzalez-Jimenez. Status: Data collection. Target journal: *Journal of Service Research*.
- “Is artificial intelligence threatening our self-continuity? A temporal appraisal and feeling economy perspective”, with Diego Costa Pinto, Rafael Luis Wagner and Hector Gonzalez-Jimenez. Status: Research design. Target journal: *Journal of Consumer Psychology*.
- “New e-WOM sources, formats, media, and users”, with Luis Casaló and Carlos Flavián. Status: Conceptualization. Target journal: *Psychology & Marketing*.

Selected conference communications and seminars

- Title: “Is artificial intelligence threatening our self-continuity? A temporal appraisal and feeling economy perspective”. Seoul, Korea, 20th – 23rd July 2023. Global Marketing Conference. (*Accepted conference paper*).
- Title: “Hospitality and tourism online reviews: Recent trends and applications”. Huesca, Spain, 20th of February 2023. Invited talk, Master in Tourism Management and Planning. University of Zaragoza.
- Title: "Efectividad de las recomendaciones realizadas por altavoces inteligentes". Huesca, Spain, 16th of June 2022. XXXIV International Conference AISOC: Transición ecológica e innovación social, justa e inclusiva.
- Title: “Online reviews in hospitality and tourism: Current issues”. Huesca, Spain, 21st of February 2022. Seminar in Master in Tourism Management and Planning. University of Zaragoza.
- Title: “From e-WOM to AI-WOM: The role of voice assistants in consumer decision making”, Nantes, France, 16th of December 2021. Visiting Research Seminar. Audencia Business School.
- Title: “Do voice assistants influence consumer behavior? A comparative study between online reviews and voice assistants”. Zaragoza, Spain, 25th May 2022. Research seminar of doctoral program in Economía y Gestión de las Organizaciones. University of Zaragoza.
- Title: “Determinants of the influence of e-WOM in travel sector and future research opportunities”. Zaragoza, Spain, 23rd of February 2021. Brown Bag Seminars - Business & Economics. University of Zaragoza.
- Title: “The influence of e-WOM. Analyzing its characteristics, consequences and future research lines” Jaén, Spain, 8th-11th of September 2021. International Marketing Congress (AEMARK).
- Title: “What drives users’ satisfaction with social mobile Apps?”. Teruel, Spain, 1st – 3rd September 2021. 8th Workshop Young Researchers in Economics and Business Administration. National University of Distance Education (UNED).
- Title: “Current issues on e-WOM in hospitality and tourism: examples and applications”

Huesca, Spain, 1st of March 2021, Invited talk, Master in Tourism Management and Planning. University of Zaragoza.

- Title: “Influencers’ credibility in the age of fake news” Huesca, Spain, 3rd of September, 2020, AIRSI2020 International Conference. (**Best work in progress award**).
- Title: “Understanding continuance intention to use mobile Apps: Utilitarian – hedonic approach” Cáceres, Spain, 11th – 13th of September 2019. International Marketing Congress (AEMARK).
- Title: “The influence of e-WOM on the travel sector: A state of the art review” Huesca, Spain, 4th – 6th of September 2019, 7th Workshop Young Researchers in Economics and Business Administration. University of Zaragoza.
- Title: “A holistic framework of e-WOM influence on travelers’ behavior based on communication theory” Milan, Italy, 25th – 26th of April 2018. 31st Conference of the International Business Information Management Association (IBIMA).
- Title: “Precios de entrada y exportaciones de los países terceros mediterráneos a la UE” Elche and Orihuela - Spain, 13th – 15th of September 2017. Conference of the Spanish Association of Agro-economics.

Research Funding and Scholarships

- Co-Investigator: “Is Artificial Intelligence Threatening Our Self-Continuity? A Temporal Appraisal and Feeling Economy Perspective”. Funder: ESCP Research Funding – ERF 2023. Start: January 2023. Duration: 1 year. Amount: 3.950 €
- Co-Investigator: “Impact of immersive technologies in new communication processes: keys to improve user experiences”. Funder: Ministry of Science, Innovation and Universities, Spain. Start: June 2020. Duration: 3 years. Amount: 45.440,00 €
- Co-Investigator: Strategic Project of the METODO Group Funder: Government of Aragon and Regional Development Fund. Start: January 2020. Duration: 2 years. Amount: 43.450 €
- Co-Investigator: Challenges and opportunities of digital platforms and immersive technologies in the promotion and development of comprehensive tourism experiences in Aragon. Funder: Government of Aragon and Regional Development Fund. Start: January 2019. Duration: 2 years. Amount: 67.053,38 €
- *Research scholarship from the Campus of International Excellence of Valle del Ebro, Campus Iberus. Date: October 2021. Amount: 1050 €
- *Research scholarship from the Ibercaja program for international mobility. Date: November 2021. Amount: 1800 €
- Doctoral Scholarship by the General Council of Aragon, Spain (since October 2018).
- Full scholarship for Master of Science degree (2015/2016 - 2016/2017) at International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM-IAMZ). Aid granted by the Spanish Agency for International Development Cooperation (AECID) and the Ministry of Foreign Affairs and Cooperation (MAEC).

The aforementioned scholarships were linked to an **International Research Visit at the Department of Marketing at Audencia Business School, Nantes, France (September 2021 – December 2021). In collaboration with Professor Raffaele Filieri.*

3. Teaching Experience

- *Strategic Marketing, Undergraduate, University of Zaragoza, Spain (September 2019 - January 2020).
- *Marketing Planning, Undergraduate, University of Zaragoza, Spain (February 2020 - May 2020).
- Strategic Marketing, Undergraduate, University of Zaragoza, Spain (September 2020 - January 2021). Evaluation teaching score: 4.18/5.
- Services Marketing, Undergraduate, University of Zaragoza, Spain (September 2020 - January 2021). Evaluation teaching score: 4.32/5.
- Marketing Planning, Undergraduate, University of Zaragoza, Spain (March 2022 – June 2022). Evaluation teaching score: 4.69/5

**No personal teaching evaluations are available for these courses, because I ran the tutorials rather than the main lecture.*

4. Administration and Service Experience

Organizer/Member:

- International Conference AIRSI “Artificial Intelligence & Robotics in Service Interactions: Trends, Benefits and Challenges” with the members of the research group METODO, Faculty of Economics and Business, University of Zaragoza. Years: 2019, 2020, 2021 and 2022.
- Workshop Young Researchers in Economics and Business. University of Zaragoza. Years: 2020, 2021, 2022.
- Brown Bag Seminars, Business and Economics. University of Zaragoza. Years: 2022.
- Research Seminars, Department of Marketing. University of Zaragoza. Year: 2021.
- Member of the Commission for the Evaluation of the Quality of the Doctoral Program, University of Zaragoza. Year: 2022.
- Member of the Academic Commission of the Doctoral Program in Economics and Management of Organizations, University of Zaragoza. Year: 2022.
- Co-Member of the Permanent Commission for the Department of Marketing and Market Research, University of Zaragoza. Year: 2021.

Reviewer for:

- Psychology & Marketing;
- Journal of Retailing and Consumer Services;
- Spanish Journal of Marketing;
- Online Information Review;
- Marketing Intelligence and Planning.

5. Continuing Development and Education

Methodology and Research Seminars:

- “Evaluación y difusión de la investigación: Índices de impacto, redes académicas y perfil del investigador”. AEMARK Seminars. January 2022.
- “Qualitative Comparative Analysis (QCA) in marketing”. University Autónoma of Madrid. January 2020.
- “Estadística básica con Rcommader”. Institute of Education Sciences. University of Zaragoza. Febrero 2019.
- “Using PLS for confirmatory design-oriented business research”. University of Sevilla. January 2019.
- “Rigor versus relevance in business research”. University of Sevilla. January 2019.

Pedagogical Seminars and courses:

- “Docencia, innovación social y transferencia”. XV Conference on teaching innovation and educational research UZ. University of Zaragoza. January 2023.
- “La docencia en marketing digital: Contenidos básicos y retos para las titulaciones de marketing”. AEMARK Seminars. January 2022.
- “Activar el aprendizaje en la aula (presencial/online): Método aula invertida híbrida”. Institute of Education Sciences. University of Zaragoza. November 2021.
- “Introducción a la docencia universitaria en la universidad de Zaragoza”. Institute of Education Sciences. University of Zaragoza. March-April 2020.
- “The corporate specific doctorate: A new way of collaboration university-corporate”. University Autónoma of Madrid. January 2020.
- “El doctorado industrial: Una nueva forma de colaboración universidad-empresa”. AEMARK Seminars. University Autónoma of Madrid. Enero 2020.
- “Good practices in teaching with the support of TIC”, organized by Banco Santander. University of Zaragoza. September 2019.

6. Languages

Language	Level
Spanish	Advanced
English	Advanced
French	Native
Arabic	Native