

Curriculum vitae

YOUENN LOHÉAC

PHD IN ECONOMICS – BEHAVIORAL & EXPERIMENTAL ECONOMICS

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Born September 3, 1976 in Morlaix (France, 29), French, married, three children

POSITIONS

2021-now	Associate Professor at Rennes School of Business
2006-2021	Associate Professor at ESC Bretagne Brest (2006-2012), then at France Business School – Campus de Brest (2013-2014), then at Brest Business School (2015-2021)
2007-now	Fellow researcher, CREM, UMR 6211, University Rennes 1 and CNRS
2013-2014	Deputy Faculty Dean at France Business School – Campus de Brest
2011-2013	Head of Department “Organizations and Markets”, ESC Bretagne Brest
2004-2006	Fellow researcher at CES (TEAM), University Paris I Panthéon-Sorbonne and CNRS
2006 (june-july)	Post-doc at UMR Paris-Jourdan Sciences Economiques (CNRS-EHESS-ENPC-ENS), funded by MILDT/INSERM
2004-2006	Post-doc “Haignéré” at UMR FLAVIC, INRA-Dijon and ENESAD
2002-2004	Lecturer (ATER), University René Descartes Paris V
1999-2002	Lecturer, University René Descartes Paris V
1999-2002	Research recipient (MRT), University Paris I Panthéon-Sorbonne
1999-2004	PhD candidate at UMR TEAM, University Paris I Panthéon-Sorbonne and CNRS

RESEARCH TOPICS

Behavioral and experimental economics

Mechanisms of individual and collective decisions and characterization of behaviors

❖ *Application fields: behaviors*

- Consumption (food, health)
- information
- Risk, uncertainty, time
- Human capital (health, education, wellbeing)
- Social interactions

❖ *Methodologies: Quantitative economics*

- Statistics
- Applied econometrics (qualitative data, econometrics of experimental data)
- Experimental economics (designs)
- Evaluation, auctions

DIPLOMAS, QUALIFICATIONS, TITLES

- 2017 Qualification to “Maître de conference”, CNU section 5 (n°17205157282)
- 2012 Qualification to “Maître de conference”, CNU section 5 (n°12205157282)
- 2005 Qualification to “Maître de conference”, CNU section 5 (n°05205157282)
- 2004 PhD (“Doctorat”) in Economics, University Paris I Panthéon-Sorbonne
Defense on October 26, 2004 at Paris
Title of thesis: “Microeconomic analysis of risky behaviors” (in French)
Research center: TEAM, UMR 8059, CNRS and University Paris I Pantheon-Sorbonne
Jury:
Pierre COMBRIS, Research Director INRA, CORELA, Ivry (Referee)
Philip MERRIGAN, Professor, University Québec in Montreal, Quebec, Canada (Referee)
Jean-Yves LESUEUR, Professor, University Lumière Lyon 2 (Chairman)
Andrew CLARK, Research Director CNRS, PSE, Paris
François GARDES, Professor, University Paris I Pantheon-Sorbonne (Thesis Supervisor)
Louis LEVY-GARBOUA, Professor, University Paris I Pantheon-Sorbonne
Highest honourable mention with congratulations
(proposal for thesis prize and publication grant)
- 1999 Master 2 in Applied microeconomics (DEA). University Paris I Pantheon-Sorbonne
Master 2 thesis: *Experimental study on drug user behavior toward risk* (Sup. L Lévy-Garboua)
- 1998 Master 1 in Economics (Maîtrise). University Bretagne Occidentale, Brest
Master 1 thesis: *Economic impacts of drug markets* (Sup. H. Thouément)
- 1997 Bachelor 3 in Economics (Licence). University Bretagne Occidentale, Brest
- 1996 Bachelor 2 in Economics (DEUG). University Bretagne Occidentale, Brest
- 1994 Baccalauréat, B (Economics), Lycée Tristan Corbière, Morlaix

PAPERS, WORKS, COMMUNICATIONS

- ❖ PAPERS IN PEER-REVIEWED JOURNALS ¹ [13]
- Tisserand J.-C., Blondel S., Hopfensitz A., **Lohéac Y.**, Mantilla C., Mateu G., Rosaz J., Rozan A., Willenger M., Sutan A. (2022). “Management of Common Pool Resources in a Nation-Wide Experiment”, *Ecological Economics*, vol. 201, 107566, 1-14. [CNRS 1]
 - **Loheac Y.** (2020). “Faim et décisions intertemporelles : littérature expérimentale et illustration empirique”, *Revue Economique*, vol. 71 (1), pp.195-207. [CNRS 2]
 - **Loheac Y.**, Alia H., Bazart C., Bchir M.-A., Blondel S., Bonescu M., Bornier A., Brouard J., Chappe N., Cochard F., Flage A., Galeotti F., Hollandts X., Hopfensitz A., Jacquemet N., Le Lec F., Lefebvre M., Leplat M., Mantilla C., Mateu G., Peron G., Peterle E., Petit E., Raiber E., Rosaz J., Rozan A., Tisserand J.-C., Villeval M.-C., Willinger M., Zylbersztejn A., Sutan A. (2017). “Mise en place d'une expérience avec le grand public : entre recherche, vulgarisation et pédagogie”, *Revue Economique*, vol. 68 (5), pp.941-953. [CNRS 2]
 - Ginon E., Combris P., **Loheac Y.**, Enderli G., Issanchou S. (2014). “What do we learn from comparing hedonic scores and willingness-to-pay data?”, *Food Quality and Preference*, vol. 33, pp.54-63.
 - Lethiais V., **Lohéac Y.** (2013). “Introduction au numéro spécial ‘Les Journées de Microéconomie Appliquée 2012’”, *Revue d'Economie Politique*, vol. 123 (4), pp.465-468. [CNRS 2]
 - **Lohéac Y.**, Combris P., Issanchou S. (2011). “Information nutritionnelle, choix et caractéristiques des consommateurs”, *Revue Française d'Economie*, vol. XXVI (3), pp.29-68. [CNRS 3]
 - Ginon E., **Lohéac Y.**, Martin C., Combris P., Issanchou S. (2009). “Effect of fibre information on consumer willingness to pay for French baguettes”, *Food Quality and Preference*, vol. 20 (5), pp.343-352.

¹ - “Economics / Management” CNRS Ranking by CNRS section 37 (2020).

- Masclet D., Colombier N., Denant-Boèmont L., **Lohéac Y.** (2009). “Group and individual risk preferences: A lottery-choices experiments with self-employed and salaried workers”, *Journal of Economic Behavior & Organization*, vol. 70 (3), pp.470-484. [CNRS 2]
- Colombier N., Denant-Boèmont L., **Lohéac Y.**, Masclet D. (2008). “Une étude expérimentale du degré individuel et collectif d’aversion au risque”, *Economie et Prévision*, vol. 185, pp.89-101. [CNRS 3]
- Colombier N., Denant-Boèmont L., **Lohéac Y.**, Masclet D. (2008). “Risk aversion: An experiment with self-employed workers and salaried workers”, *Applied Economics Letters*, vol. 15 (10), pp.791-795. [CNRS 4]
- Clark A., **Lohéac Y.** (2007). “ “It wasn't me, It was them!” Social Influence in Risky Behavior by Adolescents”, *Journal of Health Economics*, vol. 26 (4), pp.763-784. [CNRS 1]
- Blondel S., **Lohéac Y.**, Rinaudo S. (2007). “Rational Decision of Drug Users: An experimental Approach”, *Journal of Health Economics*, vol. 26 (3), pp.643-658. [CNRS 1]
- Lévy-Garboua L., **Lohéac Y.**, Fayolle B. (2006). “Preference Formation, School Dissatisfaction and Risky Behavior of Adolescents”, *Journal of Economic Psychology*, vol. 27 (1), pp.165-183. [CNRS 2]

❖ BOOKS (COLLECTIVE) [4]

- Chédotal C., **Lohéac Y.** (2022). “Comment les nudges influencent les comportements alimentaires ?”, in Gallopel-Morvan K., Crié D., (coord.), *Marketing social et nudges – Comment changer les comportements en santé*, Collection Ad Salutem, Editions E.M.S., pp.173-180 (chapitre 14).
- **Lohéac Y.** (2017). “La faim est-elle mauvaise conseillère ?”, in Dubet F. (Ed.), *Que manger ? Pratiques, normes et conflits alimentaires*, Editions La Découverte / Fondation pour les Sciences Sociales, pp.136-150.
- INSERM, Blanc N., Courbet D., Déplaud M.-O., Droulers O., Garde A., Girandola F., Gurviez P., **Lohéac Y.**, Werle C.O.C. (2017). *Agir sur les comportements nutritionnels. Réglementation, marketing et influence des communications de santé*. Collection Expertise collective. Montrouge: EDP Sciences.
- **Lohéac Y.**, Issanchou S. (2007). “Using auctions to estimate prices and value of food products”, in MacFie H. (Ed.), *Consumer-led food product development*, Woodhead Publishing Ltd, pp.471-491.

❖ BOOKS (TEACHING) [3]

- *Economie – Corrigés des Applications, DCG épreuve 5, 3^e édition*, C.-D. Echaudemaison (Ed.), Nathan / Groupe Revue Fiduciaire, 2016 (1 chapitre)
- *Economie – Manuel & Applications, DCG épreuve 5, 3^e édition*, C.-D. Echaudemaison (Ed.), Nathan / Groupe Revue Fiduciaire, 2016 (1 chapitre)
- *Microéconomie*, R. Pindyck et D. Rubinfeld, Editions Person Education, 2005, traduit de *Microeconomics, Sixth Edition* (2 chapitres)

❖ WORKING PAPERS [4]

- Ginon E., **Lohéac Y.**, Issanchou S. “Nutritional information and willingness to pay”, 11/2007
- Colombier N., Denant-Boèmont L., **Lohéac Y.**, Masclet D. “Group and individual risk preferences: A lottery-choices experiments”, Série Blanche, 2006.63, 2006
- Clark A., **Lohéac Y.** “ “It wasn't me, It was them!” - Social Influence in Risky Behavior by Adolescents”, IZA discussion paper n°1573, 2005
- Clark A., **Lohéac Y.** “ “It wasn't me, It was them!” Social Influence in Risky Behaviour by Adolescents”, Document de travail du DELTA, 2003-1, et Cahiers de la MSE, Série Blanche, 2003.54, 2003

❖ WORK IN PROGRESS [5]

- Denant-Boèmont L., **Lohéac Y.** “Time and teams: An experimental study on group inter-temporal choice”.
- **Lohéac Y.** “Money and chocolate as incentive tools to elicit risk aversion, time preference and altruism: An experiment on stability of preferences”.

- Branellec G., **Lohéac Y.**, Sahut J.-M. “Risques et décisions en matière de crowdfunding immobilier : Etude juridique et économique de la rationalité des investisseurs” (soumis)
- Leplat M., **Lohéac Y.** “To donate in multiple charities context: A framed field experiment with non-monetary non-hypothetical good”.
- Gassmann X., Leplat M., **Lohéac Y.** “Improving vaccination in cattle farming: an experiment on strategies and risk decisions”

❖ OTHER PAPERS

[6]

- **Lohéac Y.**, Sutan A. (2023). “Donner plus de pouvoir aux femmes, c'est bon pour la planète ! Une étude le prouve”, *Les Echos Start*, March 8 [<https://start.lesechos.fr/societe/egalite-diversite/donner-plus-de-pouvoir-aux-femmes-cest-bon-pour-la-planete-une-etude-le-prouve-1912988>]
- Sutan A., **Lohéac Y.** (2022). “Comment impliquer chacune et chacun dans la préservation de l’environnement ?”, *The Conversation*, December 15 [<https://theconversation.com/comment-impliquer-chacune-et-chacun-dans-la-preservation-de-lenvironnement-196513>]
- **Lohéac Y.** (2020). “Quand la faim justifie les moyens : comment expliquer les craintes infondées de pénurie alimentaire ?”, *The Conversation*, May 24 [<https://theconversation.com/quand-la-faim-justifie-les-moyens-comment-expliquer-les-craintes-infondees-de-penurie-alimentaire-138571>]
- Chedotal C., **Lohéac Y.** (2020). “Nudge marketing, la mise en œuvre des sciences du comportement”, *La Revue de l’Observatoire des IAA*, n°136, pp.14-16 (February).
- Ginon E., Issanchou I., **Lohéac Y.** (2008). “Une information nutritionnelle n’augmente pas le prix maximum que les consommateurs sont prêts à payer pour des produits courants”, *En Direct des Labos*, n°22 (May).
- **Lohéac Y.** (2007). “Comportements à risque : quels vecteurs d’adoption ?”, *Le Mensuel de l’Université*, n°12 (January).

❖ PRICE

[1]

- 2016 – Fondation pour les Sciences Sociales (sous l’égide de la Fondation de France), on “Que manger ? Pratiques, normes et conflits alimentaires”, with the project “Cohérence temporelle des décisions alimentaires et information nutritionnelle : une approche expérimentale”.

❖ RESEARCH GRANTS

[9]

- *LINCONIAA*, collaborative industrial research project, Regional fund (2021-2024). Workpackage 98.000 euros (post-doc and data collection).
- *FlexHam*, collaborative industrial research project, Regional fund (2017-2021). Workpackage 50.000 euros (post-doc and data collection).
- *SANT’Innov - Une nouvelle approche de l’écologisation de l’élevage par la santé*, under supervision of N. BAREILLE (BioEpAR, ONIRIS, INRA), PSDR Grand Ouest (2015-2020). Workpackage 50.000 euros (post-doc and data collection).
- *Rôle de l’aversion au risque des agriculteurs dans l’utilisation des pesticides et implication pour la régulation*, under supervision of D. BOUGHERARA (SMART-INRA), Plan d’action national « Ecophyto 2018 » (2011-2013).
- *The influence of information and product characteristics on food choices: developing new tools to link field and laboratory experiments*, under supervision of P. Combris (CORELA-INRA), Programme de Recherche en Alimentation (2005-2008).
- *Nutritionnaly Optimised Wheat Bread : Elaboration, Acceptability, Digestibility (NOW-BREAD)*, under supervision of L. Saulnier (BIA-INRA), Programme de Recherche en Alimentation (2005-2008).
- *Analyse microéconométrique des comportements à risque*, under supervision of A. Clark (CNRS et PSE ; IZA), INSERM and MILDT (convention MIL0409, 2004-2006).
- *Les usages de psychotropes par les adolescents : Interactions sociales et conduites à risque*, under supervision of L. Lévy-Garboua (University Paris 1), INSERM and MILDT (convention n°AH016G/projet n°R01088SP), September 2004.

- *Les comportements de consommation de drogues licites et illicites : facteurs de risques, variabilités individuelles, comparaisons internationales*, under supervision of F. Gardes (University Paris 1), INSERM and MILDT, November 2000.

❖ COMMUNICATIONS IN INTERNATIONAL CONFERENCES WITH SELECTION COMMITTEE [27]

- 183rd EAAE Seminar, Zagreb, Croatia (September 2022)
Preferences for meat substitute with plant-based proteins: an experiment with real products consumption (with M. Leplat, E. Teillet)
- 3rd REECAP meeting, Osnabrück, Germany (September 2019)
Improving vaccination in cattle farming: an experiment on strategies and risk decisions (with Gassmann X., Leplat M.)
- European ESA Meeting, Dijon, France (September 2019)
Money and chocolate as incentive tools to elicit risk aversion, time preference and altruism: An experiment on stability of preferences
- 2nd Winter Workshop – Behavioral and Experimental Economics of Food Consumption, Aussois, France (January 2019)
Money and chocolate as incentive tools to elicit risk aversion, time preference and altruism: An experiment on stability of preferences
- 5th International Meeting on Experimental and Behavioral Social Sciences (IMEBESS), Florence, Italy (May 2018)
Geographic proximity, information and common-pool resources: an experimental approach with a large population (with Bazart C., Blondel S., Hopfensitz A., Rosaz J., Rozan A., Sutan A., Tisserand J.-C., Willenger M.)
- International Symposium “Food choice environments to promote healthy and sustainable eating behaviours – Nudges in perspectives”, Institut Paul Bocuse, Lyon, France (February 2017)
Could a nudge change food behavior and how to evaluate it?
- First Conference of Economics and Politics of Chocolate, Leuven, Belgium (September 2012)
An experimental approach of chocolate preferences (with E. Ginon)
- SABE 2012, Granada, Spain (July 2012)
Time and teams: An experimental study about group inter-temporal choice (with L. Denant-Boémont)
- 2nd Beeronomics Conference, The Economics of Beer and Brewing, Freising, Germany (September 2011)[#]
Local and Organic Beer: Information Effect in an Experiment with International Students (with A. Sultan)
- IAREP/SABE/ICABEEP Congress, Exeter, UK (July 2011)
When experimental games meet psychological scales
- 1st Jointed EAAE/AAEA Seminar “The Economics of Food, Food Choice and Health”, Munich, Germany (September 2010)
Food decision, information and personality (with P. Combris, S. Issanchou)
- 9th TIBER Symposium on Psychology and Economics, Tilburg, Netherland (August 2010)
Time and teams: intertemporal group decisions in the lab (with L. Denant-Boémont)
- **Before 2010:** ESA, European Meeting, Innsbruck, Austria (2009) ; II EAAE Workshop on Valuation Methods in Agro-food and Environmental Economics "Experimental auctions: Theoretical background and empirical applications", Barcelona, Spain (2009) ; AFFI, Conférence Internationale de l'Association Française de Finance, Brest, France (2009) ; 12th Congress of the European Association of Agricultural Economists, Gent, Belgium (2008) ; 3^{ème} Colloque International de l'IEMAS, Paris, France (2007) ; IAREP/SABE Congress, Paris, France (2006) ; 20th Annual Conference of European Society of Population Economics, Verona, Italy (2006) ; 1st International Conference on Quantitative Gastronomy,

[#] Presentation by a co-author.

Bordeaux, France (2006) ; ESA, North American Regional Meeting, Tucson AZ, USA (2005) ; First European Conference on Cognitive Economics, Gif-sur-Yvette, France (2004) ; 24th Arne Ryde Symposium, The Economics of Substance Use, Lund, Sweden (2004 – 2 papers) ; Royal Economic Society Annual Conference, Warwick, UK (2003) ; 4th European Conference on Health Economics, Paris, France (2002) ; The 7th Spring Meeting of Young Economists, Paris, France (2002) ; The 6th Spring Meeting of Young Economists, Copenhagen, Denmark (2001) ; 20th Arne Ryde Symposium, Experimental Economics, Lund, Sweden (2000)

❖ COMMUNICATIONS IN NATIONAL CONFERENCE WITH SELECTION COMMITTEE [31]

- 12th International Conference of the French Association of Experimental Economics (ASFEE), Lyon (june 2022)
Preferences for meat substitute with plant-based proteins: an experiment with real products consumption (with M. Leplat, E. Teillet)
- 2^{ème} Journée de Recherche Interdisciplinaire « Pratiques alimentaires, Santé et Territoire », Brest, France (june 2022)
Preferences for meat substitute with plant-based proteins: an experiment with real products consumption (with M. Leplat, E. Teillet)
- 38^{èmes} Journées de Microéconomie Appliquée, Rennes, France (june 2022)
Management of Common Pool Resources in a Nation-Wide Experiment (with Tisserand J.-C., Blondel S., Hopfensitz A., Mantilla C., Mateu G., Rosaz J., Rozan A., Willenger M., Sutan A.)
- 11th meeting of Association Française d’Economie Expérimentale (ASFEE), Dijon, France (September 2021) – 2 presentations
Preferences & choices experiments with real products consumption: application with plant-based proteins (with M. Leplat, E. Teillet)
Money and chocolate as incentive tools to elicit risk aversion, time preference and altruism: An experiment on stability of preferences
- DIF 2018, Digital, Innovation, Entrepreneurship & Financing, Lyon, France (june 2018)[#]
Risques et décisions en matière de crowdfunding immobilier : Etude juridique et économique de la rationalité des investissements (with Branellec G.)
- XXXV^{èmes} Journées de Microéconomie Appliquée, Bordeaux, France (june 2018)
Incitations et stabilité des préférences : une approche expérimentale en comparant argent et chocolat dans le risque, le temps et en termes d’altruisme
- 8th meeting of Association Française d’Economie Expérimentale (ASFEE), Lyon, France (june 2017)
Geographic proximity, information and common-pool resources: an experimental approach with a large population (with Bazart C., Blondel S., Hopfensitz A., Rosaz J., Rozan A., Sutan A., Tisserand J.-C., Willenger M.)
- 64^{ème} Congrès annuel de l’Association Française de Sciences Economiques (AFSE), Rennes, France (june 2015)
Responsabilité sociale et incitations: partage et don des étudiants dans une framed field experiment (with M. Leplat)
- XXXII^{èmes} Journées de Microéconomie Appliquée, Montpellier, France (june 2015)
Food decision, information and personality (with P. Combris, S. Issanchou)
- XXXI^{èmes} Journées de Microéconomie Appliquée, Clermont-Ferrand, France (june 2014)
An experimental approach of chocolate preferences (with E. Ginon)
- 4th meeting of Association Française d’Economie Expérimentale (ASFEE), Lyon, France (june 2013)
Can envy influence risk attitude? An experimental approach (with J. Celse)
- XXX^{èmes} Journées de Microéconomie Appliquée, Nice, France (june 2013)
Can envy influence risk attitude? An experimental approach (with J. Celse)

[#] Presentation by a co-author.

- XXIX^{èmes} Journées de Microéconomie Appliquée, Brest, France (june 2012)
Responsabilité sociale et incitations: partage et don des étudiants dans une framed field experiment (with M. Leplat)
- XXVIII^{èmes} Journées de Microéconomie Appliquée, Sousse, Tunisia (june 2011)
Time and Teams: An experimental Study about Group Inter-temporal Choice (with L. Denant-Boémont)
- 1ere Conférence de l'Association Française d'Economie Expérimentale (ASFEE), Grenoble, France (September 2010)
Time and teams: intertemporal group decisions in the lab (with L. Denant-Boémont)
- XXVII^{èmes} Journées de Microéconomie Appliquée, Angers, France (june 2010)
When experimental games meet psychological scales
- **Before 2010 :** XXVI^{èmes} Journées de Microéconomie Appliquée, Dijon, France (2009) ; LVI^{èmes} Congrès Annuel de l'AFSE, Paris, France (2007) ; XXIV^{èmes} Journées de Microéconomie Appliquée, Fribourg, Switzerland (2007) ; Conférence AFSE / 9^{èmes} Journées d'Economie Expérimentale, Lyon, France (2007) ; 8^{èmes} Journées d'Economie Expérimentale, Strasbourg, France (2006) ; XXIII^{èmes} Journées de Microéconomie Appliquée, Nantes, France (2006) ; XV^{èmes} Journées du SESAME, Rennes 1, France (2005) ; 7^{èmes} Journées d'Economie Expérimentale, Rennes, France (2005 – 2 articles) ; XIV^{èmes} Journées du SESAME, Pau, France (2004) ; LIII^{ème} Congrès Annuel de l'AFSE, Paris, France (2004 – 1 paper, 1 poster) ; LII^{ème} Congrès Annuel de l'AFSE, Paris, France (2003) ; XIII^{èmes} Journées du SESAME, Caen, France (2003) ; XX^{èmes} Journées de Microéconomie Appliquées, Montpellier, France (2003) ; XVIII^{èmes} Journée de Microéconomie Appliquée, Nancy, France (2001) ; XVII^{èmes} Journée de Microéconomie Appliquée, Québec, Canada (2000)

❖ INVITED PAPERS IN CONFERENCES AND SEMINARS, ACADEMIC

[12]

- External seminar CREM, Rennes, France (November 2021)
Stability of preferences with money and chocolate: an experiment on risk, time and altruism
- Food Experimental Economics Online Workshop (May 2021)
Preferences & choices experiments with real products consumption: application with plant-based proteins (with M. Leplat, E. Teillet)
- External seminar SMART-LERECO, INRA, Rennes, France (December 2019)
Money and chocolate as incentive tools to elicit risk aversion, time preference and altruism: An experiment on stability of preferences
- Conference ERIAH “Comportements liés à la gestion de la santé des animaux – Quelle place pour l'économie expérimentale ?”, Paris, France (September 2017)
L'économie expérimentale : principes, concepts et applications au milieu agricole
- Workshop on Collective expertises (INSERM / Santé Public France), “Agir sur les comportements nutritionnels – Règlements, marketing et influence des communications de santé”, Paris, France (April 2017)
Apports de l'économie comportementale dans la compréhension de l'impact des campagnes de prévention nutritionnelle
- 4^{ème} Journée des Sciences Sociales, “Que manger ? Pratiques, normes et conflits alimentaires”, Fondation pour les Sciences Sociales, Paris, France (December 2016)
La faim est-elle mauvaise conseillère ?
- Workshop Applied Microeconomics CREM / SMART-LERECO, Rennes, France (April 2015)
Responsabilité sociale et incitations : partage et don des étudiants dans une framed field experiment (with M. Leplat)
- 11^{èmes} Journées d'Etudes en Psychologie Sociale, Brest, France (November 2012)
Alimentation, information et environnement de décision : une approche expérimentale
- Seminar series, Department of Economics, Copenhagen Business School, Denmark (March 2011)
Time and teams: intertemporal group decisions in the lab (with L. Denant-Boémont)
- Research seminar, LIRAES, Université Paris Descartes, Paris, France (March 2011)

Food decision, information and personality (with P. Combris, S. Issanchou)

- External seminar, UMR GAEL, INRA Grenoble, France (December 2009)
Time and teams: intertemporal group decisions in the lab (with L. Denant-Boémont)
- Workshop “Information, choix, consommateurs responsables : des leviers pour un développement durable ?” organized by UMR Moisa and UMR Innovation (CIRAD, INRA, Montpellier SupAgro, IAMM, IRD), Montpellier, France (October 2008)
Les méthodes incitatives permettent-elles de mieux comprendre les choix des consommateurs ? (with P. Combris)

❖ INVITED PAPERS IN CONFERENCES AND SEMINARS, PROFESSIONALS / GENERAL PUBLIC [14]

- Workshop Valorial’Connection “Innovation alimentaire : comment concilier quête de prix & quête de sens”, Saint Lo, France (December, 2022)
Le consentement à payer : Réconciliation nécessaire entre le consommateur et le citoyen pour construire des filières durables. L'exemple de Terres de Sources et les méthodologies appliquées (with F. Millet, Centre Culinaire Conseil)
- FEB (Forum Economique Breton), roundtable “Souveraineté agricole : la Bretagne, Terre d’Innovation”, Saint Malo, France (September 2022)
- Agora des savoirs, cycle “Décider ? Quelle prise de tête”, Montpellier, France (November 2020)
La faim est-elle mauvaise conseillère ? [Cancelled]
- Conférence du réseau Breizh Marketing Akademi, Brest, France (October 2019)
Mécanismes de décision et nudge marketing : mise en œuvre des sciences du comportement (with C. Chedotal)
- Annual Meeting Valorial – Success Fooday “La fabrique des opinions alimentaires : comprendre pour influencer”, Pacé, France (December 2018)
Combien êtes-vous prêt à payer pour... ? Expérimentations pour mesurer les valeurs attribuées aux aliments
- Workshop Valorial’Connection “Que ton alimentation soit ta première médecine”, Valorial, Brest, France (September 2018)
Alimentation et longues maladies (cancers, diabètes), point de vue des sciences sociales
- Workshop Aliments & Santé, 12^{ème} édition, “Le Numérique au service de l'alimentation et de la santé : fait-il maigrir ou grossir ?”, with C. Le Stunff (FoodInnov Nutrition) and H. Le Pocher (Valorial, ID2Santé), La Rochelle, France (June 2018)
- Journée professionnelle sur le territoire des industries agroalimentaires, “Le gluten en moins, des perspectives en plus ?”, Ialys, Technopole Quimper-Cornouaille, Quimper, France (October 2016)
Nature et dynamique du marché « sans gluten », pour quelles attentes consommateurs ?
- Groupe Protéines du future, Valorial, Rennes, France (September 2014)
Manger des insectes : Etude sur les perceptions des consommateurs et pistes de développement
- BION’days, Cluster Organics, Valence, France (April 2014)
Le bio par défaut, les coups de pouce pour consommer bio
- Commission Nutrition santé et Commission Ingrédients de Valorial, Rennes, France (December 2013)
Identité et consommations régionales (with C. Chedotal, S. Guillemot, M. Leplat, C. Plaud, B. Sommier)
- Meeting “Nutrition santé et étiquetage nutritionnel” organisé par Anticipa et UCO Bretagne Nord, Guingamp, France (Novembre 2010)
Alimentation et nutrition santé, que demande le consommateur ?
- “Rencontres viandes et santé” organized by Commission Viande et Produits Carnés de Valorial (Pôle de Compétitivité), Quimper, France (November 2008)
Comment étudier les intentions d’achat des consommateurs en fonction des informations délivrées par le produit ?

- Meeting “Perception sensorielle et comportement des consommateurs” organized by ANIA, INRA and Ministère de l’Agriculture et de la Pêche, at Salon International de l’Alimentation (SIAL), Paris-Nord Villepinte, France (October 2008)
Le goût, l’information et le prix : le développement des méthodes expérimentales incitatives pour analyser les choix des consommateurs (with P. Combris)

❖ COMMUNICATIONS IN SEMINARS AND WORKSHOPS [23]

- ESC Dijon, CREM (CNRS & Univ. Rennes 1), ESC Bretagne Brest, FLAVIC (INRA, Dijon), CESC (CNRS, Dijon), CES (CNRS et Univ. Paris 1), GATE (CNRS et Univ. Lyon 2), TEAM (CNRS et Univ. Paris 1), Journées des Doctorants en Economie de la Santé

SCIENTIFIC INSERTION AND EXPERTISE

❖ EDITION [2]

- Guest editor (2021): *Review of Agricultural, Food and Environmental Studies* [CNRS 4].
- Co-editor with V. Lethiais (2013): special issue “Les Journées de Microéconomie Appliquée 2012”, *Revue d’Economie Politique*, volume 123 (4) [CNRS 3]

❖ REFEREE [36]

- Cahiers Agriculture (2) ; Cahiers de Nutrition et de Diététique (1) ; Eastern Economic Journal (1) ; Education Economics (1) ; European Journal of Public Health (1) ; European Review of Agricultural Economics (1) ; Food Quality and Preference (2) ; Foods (1) ; Journal of Behavioral and Experimental Economics (1) ; Journal of Economic Behaviors and Organization (2) ; Journal of Health Economics (2) ; Journal of the Royal Statistical Society (1) ; Labour Economics (1) ; Management International (1) ; Nutrients (2) ; Oxford Bulletin of Economics and Statistics (1) ; Review of Agricultural and Environmental Studies (1) ; Review of Agricultural, Food and Environmental Studies (1) ; Revue d’Economie Politique (2) ; Revue Economique (6) ; Revue Française d’Economie (1) ; Social Science & Medicine (2) ; Theory and Decision (1) ; Travail et Emploi (1)

❖ JURY (SELECTION) [5]

- Member of selection committee, EHESP, Rennes, France (spring 2022)
- Member of the selection jury for a Research officer position, INRAE, AlimH (spring 2020)
- Member of the selection jury for a Study Engineer position, INRA, SAE2 (spring 2019)
- External membre of selection jury for Assistant professor (Maître de conférence) in Economics (05MC0864), University Rennes 1, France (spring 2009).

❖ PHD / MASTER (RESEARCH) SUPERVISION AND JURY

- Member of PhD Thesis committee for Laura Arrazat (CSGA, INRAe Dijon), 2022-2024
- Member of PhD Thesis committee for Etienne Dagorn (CREM-CNRS, University Rennes 1), 2018-2020 (defense in 2021)
- Member of PhD Thesis committee for Emilie Ginon (FLAVIC, INRA-Dijon), 2006-2010 (defense in 2010)
- Member of PhD thesis jury for Mahsa Javaheri « Analyse expérimentale de la consommation de fruits et légumes », University of Angers, France (November10, 2009)
- Co-supervision, Research master thesis, for Emilie Ginon (« Sciences du goût », ENSBANA, Dijon), 2005-2006

❖ EXPERTISE

- 2022-now Member of Experts Committee on *PNAN* collective agreements, Ministry of Health / Ministry of Agriculture and Food (PNAN: National Food and Nutrition Program)
- 2022-2025 Expert in Specialized Experts Committee “Socio-Economic Analysis”, ANSES (National Agency for Food, Environmental and Occupational Health Safety)
- 2022-2023 Member of a working group (GT), ANSES (National Agency for Food, Environmental and Occupational Health Safety)
- 2021 External referee for IRESP/INCa [3]
- 2020-now Member of scientific committee, Journée de Recherche “Pratiques alimentaires, santé et territoire”
- 2020 External referee for EWG [2]
- 2020 External referee for Agence Nationale de la Recherche (ANR) [7]
- 2019 External referee for Agence Nationale de la Recherche (ANR) [2]
- 2018 Member of evaluation committee, Institut de Recherche en Santé Publique (IReSP) and Institut National du Cancer (INCa) – tobacco control research fund
- 2016 Referee for 19th World Marketing Conference (AMS), “Cause- and health-related marketing and consumer well-being” Track
- 2015 External referee, Institut de Recherche en Santé Publique (IReSP)
- 2014-2017 Member of Collective expertise INSERM « Recommandations nutritionnelles sur les publicités » (Nutritional recommendations in advertisements)
- 2013 Member of scientific committee for Workshop “Understanding employee dishonesty behaviors in the workplace”, ESC Dijon, July 2013
- 2012-now Member of scientific committee, Journées de Microéconomie Appliquée (JMA)
- 2011 Member of evaluation committee, Agence Nationale de la Recherche (ANR)
- 2010-2016 Member of Committee for validation, Voluntary commitment for nutritional improvement (PNNS / DGS / Ministry of health)
- 2010 External referee for project « Lettres, Sciences Humaines et Sociales » (MSHB)

❖ CONFERENCES ORGANIZATION

- Member of Scientific committee and Organization committee for *1ère Journée de Recherche Interdisciplinaire « Pratiques alimentaires, santé et territoire »*, Brest, by LEGO (Université de Bretagne Occidentale, Université de Bretagne Sud) and Brest Business School, June 4, 2020.
- Member of Organizational committee for *22ème Université de Printemps de l’Audit Social*, Brest, by Brest Business School and Institut International de l’Audit Social (IAS), May 28-29, 2020 (postponed).
- Head of local organization committee for *29èmes Journées de Microéconomie Appliquée*, Brest, by ESC Bretagne Brest and TELECOM Bretagne, June 7-8, 2012.
- Member of Organization committee for Conference « *A la recherche de l’intention : l’imagination au service de la gestion* », Brest, by ESC Bretagne Brest, ICI (UBO) and Chaire de recherche du Canada sur la Performance des Entreprises, January 29-30, 2009.
- Member of Organization committee for Conference « *A la recherche de la performance : un concept de gestionnaire essentiel à l’entreprise* », Brest, by ESC Bretagne Brest, Chaire de recherche du Canada sur la Performance des Entreprises and Greenwich University, February 1-2, 2007.
- Scientific secretary for *Journées de Microéconomie Appliquée*, 2001-2004 (Nancy ; Rennes ; Montpellier ; Lille).
- Member of Organization committee for international workshop “Recent economic analysis of individual behaviour regarding drugs”, Maison des Sciences Economiques, Paris (May 2000).

❖ DISCUSSANT

- 38th JMA (Rennes, 2022, 2 papers); 35th JMA (Bordeaux, 2018, 1 paper + 1 chairman); 32nd JMA (Montpellier, 2015, 2 papers); 31st JMA (Clermont-Ferrant, 2014, 1 paper + 1 chairman); 30th

JMA (Nice, 2013, 1 paper + 1 chairman) ; 29th JMA (Brest, 2012, 2 papers + 1 chairman) ; 28th JMA (Sousse, 2011, 1 paper + 1 chairman) ; 27th JMA (Angers, 2010, 3 papers + 1 chairman) ; II EAAE Workshop on Valuation Methods in Agro-food and Environmental (Barcelone, 2009) ; 26th JMA (Dijon, 2009) ; Conférence Internationale de l’AFFI (Brest, 2009) ; 24th JMA (Fribourg, 2007) ; 7th Journée d’Economie Expérimentale (Rennes, 2005) ; 24th Arne Ryde Symposium (Lund, 2004) ; 7th Spring Meeting of Young Economists (Paris, 2002)

❖ ASSOCIATIONS

- Member of Association Française de Sciences Economiques (AFSE)
- Member of Association Française d’Economie Expérimentale (AFSEE)
- Member of the European Association of Agricultural Economists (EAAE)

❖ ADVICE / TRAINING FOR PROFESSIONALS

2020 SARP Ouest, groupe Véolia: executive seminar (half day), « Nudge management & sécurité ».

2018 Station Biologique de Roscoff: PhD candidates training (half day), « Innovation management » (in english).

2017 FERTIRECO: general meeting (half day), « Internet, le concurrent de demain ? ».

2013 ADRIA Développement: inter-company training (1 day), « marketing et comportements alimentaires ».

2012 Consultant for a craft brewery.

2002 SERVAIR: statistical study for the Human Resources Department (with F. Gardes).

❖ MEDIA

2023 Reporterre (March 8), topic on women and ecology, cited.

2022 TV Rennes, Evening news (August 31), about “Forum Economic Breton”, interview.

2021 Libération (September 27), “La viande végétale, marché juteux », interview.

2018 TF1, TV News 13h (November 4), general economy topic, interview.

2017 Les Inrocks (November 13), topic on hunger and behaviors, cited.

2017 Le Télégramme (November 12), « Végan la Bretagne au cœur des débats », interview.

2017 RFI (October 2), radio show « 7 milliards de voisins – Pourquoi un tel amour de la malbouffe ? », interview.

2016 Le Monde (December 8), topic on food, cited.

❖ SCIENCE AND SOCIETY

2021- Member of Orientation Committee, Do-Tank *Généralisations Prévention*.

2015-2020 Member of Editorial Board for *Revue de L’Observatoire des IAA de Bretagne (Chambre Régionale d’Agriculture)*, column writing.

2015-2021 Member of Organizational committee for Science Hack Day Brest / Super Brest (6 editions, 2015, 2016, 2017, 2018, 2019, and 2020 with Les Petits Débrouillards and UBO Open Factory).

2015-2019 Participation to *Nuit Européenne des Chercheurs* (Brest, Océanopolis – scientific mediation): *Grande expérience participative* (co-leader, 2015), stand (2016 et 2017), *Grande expérience participative* (2019).

2009-2014 Member of the committee Marketing-Innovation, Valorial (Pôle de compétitivité).

2010-2011 Member of the steering committee for collective action « *Opération de dynamisation des industries agroalimentaires du bassin de Brest* » (CCI Brest, DRAAF, Conseil Régional de Bretagne, pays de Brest).

❖ SPECIFIC SKILLS

- Informatic: MS Office, Stata, SAS, LaTeX, Photoshop

- Languages: French (native), English
- First Aid Rescuer (INRS), initial training: October 2009 ; continuous training : Novembre 2010, November 2011, November 2013, January 2016, June 2018, June 2020, April 2023.

TEACHING EXPERIENCE (IN FRENCH AND IN ENGLISH)

Main topics: Microeconomics, Behavioral sciences, Food economics, Innovation, Research methods and master thesis.

Other topics: Macroeconomics, International economics, Finance, Sustainable development.

Rennes School of Business (2021-now)

- Problèmes économiques contemporains (Fr): L1
- Microeconomics (Fr): L2

Brest Business School (2006-2021)

- Microeconomics (Fr / En): L1
- Game theory (En): L3
- Economic strategy (En): M1
- Economics and Sustainable development (Fr / En): M1
- Innovation (Fr): L3, M1
- Food behaviors (Fr): M2
- Research methods and master thesis (Fr): M2, MS, Executive Master

Year	Volume (h)	Master thesis	Year	Volume (h)	Master thesis
2022-2023	96	14	2013-2014	140	11
2021-2022	102	10	2012-2013	140	3
2020-2021	164	16	2011-2012	153	7
2019-2020	140	10	2010-2011	153	8
2018-2019	101	9	2009-2010	156	4
2017-2018	128	8	2008-2009	200	2
2016-2017	180	8	2007-2008	208	15
2015-2016	180	5	2006-2007	148	2
2014-2015	140	6			

Other schools / universities

- 2019-2020** ISEN-Yncréa, Ecole d'Ingénieurs, L3, « Economie », Fr (18h): 1 year
- 2015-2023** Université de Bretagne Occidentale, Master 1 Alimentation, Droit, Nutrition, Santé, « Comportements alimentaires », Fr (6h): 6 years
- 2015-2017** ESC Dijon Bourgogne, L3, « Risque », Fr/En (20h): 2 years
- 2015-2016** ESC Pau, M1, « Méthodologie de recherche », Fr (15h): 1 year
- 2014-2023** Université de Bretagne Occidentale, Master 2 Psychologie Sociale des Représentations, « Economie comportementale et santé », Fr (6h): 8 years
- 2014-2023** Université de Bretagne Occidentale, Centre Hospitalier Régional Universitaire, Ecole des Sages-Femmes, M1, « Economie de la santé », Fr (8h): 8 years
- 2012-2023** Ecole Supérieure d'Ingénieurs en Agroalimentaire de Bretagne (ESIAB), M2, « Comportements alimentaires », Fr (3h): 10 years
- 2011-2012** ESC Dijon Bourgogne, M1, « Outils de décision marketing et commerciaux », Fr (15h): 1 year
- 2010-2011** ESC Dijon Bourgogne, M1, « Applied consumer behavior », En (15h): 1 year
- 2010-2011** Ecole Nationale Supérieure de Techniques Avancées (ENSTA Bretagne), L3, « Introduction à l'économie », Fr (20h): 1 year
- 2009-2015** Ecole des Hautes Etudes en Santé Publique (EHESP), M1, « Economie comportementale et santé », Fr/En (3h): 3 years (09-10, 13-14, 14-15)

2008-2009 Université d'Angers, M2, « Comportements alimentaires », Fr (3h): 1 year
1999-2005 Université René Descartes, Paris 5, L1-2-3, « Economie », Fr (lecturer): 6 years

OTHER

- Since 2007, practice of Karate (1st Dan, 2019)
- Running (nature, trail, road, urban trail)

--- April 18, 2023 ---