

Arnaud Monnier

SC Johnson College of Business | Cornell University
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EDUCATION

Cornell University, SC Johnson Graduate School of Management Ithaca, NY
Ph.D. in Marketing, 2022 (Expected)
Dissertation title: The Psychology of Perceived Value
Committee: Manoj Thomas (Chair), Stijn van Osselaer, David Pizarro

Erasmus University, Rotterdam School of Management The Netherlands
M.S., *Cum Laude*, Research Master in Marketing, 2017

Agrocampus-Ouest Rennes, France
M.S., Food Science and Management (Marketing), 2006

RESEARCH INTERESTS

Behavioral Pricing, Self-Production, Consumer Well-Being, Food Decision-Making,
Consumers' Responses to Marketing Practices

JOURNAL PUBLICATIONS

Monnier, Arnaud, and Manoj Thomas (2022), "Experiential and Analytical Price Evaluations: How Experiential Product Description Affects Prices," *Journal of Consumer Research*.
<https://doi.org/10.1093/jcr/ucac010>

Monnier, Arnaud, Sarah Lim, Kathryn LaTour, and Stijn M. J. van Osselaer (2022), "Baking Your Own Cookies: Does Food Self-Production Increase Consumption?" *Journal of the Association for Consumer Research* (special issue on interventions for healthier eating), forthcoming

Allen, Michael W., Richa Gupta and **Arnaud Monnier** (2008), "The Interactive Effect of Cultural Symbols and Human Values on Taste Evaluation," *Journal of Consumer Research*, 35 (2), 294-308.

BOOK CHAPTERS

"Pain and Pleasure: Affect in Price Cognition," with Manoj Thomas, in *New Trends in Behavioral Pricing*, Ed. Chezy Ofir, World Scientific Publishers, forthcoming

RESEARCH IN PROGRESS

Monnier, Arnaud, Isabel Eichinger, Martin Schreier, and Stijn M. J. van Osselaer, “Spreading Roots: How Self-Production Increases Feelings of Groundedness,” under review

Monnier, Arnaud, Steven Sweldens, and Stefano Puntoni, “Biased (But Balanced) Beliefs about Calories and Nutritional Value: How Calorie Information Affects the Choice Share of Nutrient-Dense Products,” being revised

“Allocentric Versus Egocentric Willingness-To-Pay: Towards a New Incentive-Compatible Measure of Perceived Value,” with Manoj Thomas (data collection)

“Healthy Taste Versus Tasty Health: Consumers’ Asymmetric Responses to Dual Marketing Claims,” with Kaitlin Woolley (data collection)

HONORS AND AWARDS

2021 AMA-Sheth Foundation Doctoral Consortium Fellow

2021 Conference Travel Grant, Cornell University

2020 Bartholomew Family Ph.D. Scholarship Award

Award winner is chosen by department faculty based on Ph.D. research progress

2019 Byron E. Grote Ph.D. Scholarship Award

Award winner is chosen by department faculty based on Ph.D. research progress

2019 Conference Travel Grant, Cornell University

2018 Business of Food Small Grants Program, Cornell University

Funded proposal with Sarah Lim, Kathryn LaTour, and Stijn van Osselaer (\$7,000)

2017 PhD fellowship, Cornell University

2017 *Cum Laude*, Erasmus University Rotterdam

2016 Subsistence allowance, Erasmus University Rotterdam

INVITED TALKS

2021

City University of Hong Kong

Bocconi University

Tilburg University

IÉSEG School of Management

University of Arkansas (Sam M. Walton College of Business)

EDHEC Business School

University of Miami (Herbert School of Business)

Singapore Management University

Chinese University of Hong Kong

Audencia Business School

PEER-REVIEWED CONFERENCE PRESENTATIONS (*PRESENTER)

Monnier, Arnaud*, and Manoj Thomas, “How Quantity Description Affects Perceived Value,” *Society for Consumer Psychology (SCP)*, Virtual, March 2022.

Monnier, Arnaud*, and Manoj Thomas, “The Quantity Framing Effect: How Quantity Description Affects Perceived Value,” *Society for Judgment and Decision Making (SJDM)*, Virtual, Feb. 2022.

Monnier, Arnaud*, Isabel Eichinger, Martin Schreier, and Stijn van Osselaer, "Spreading Roots: How Self-Production Increases Feelings of Groundedness," *SCP Boutique Conference - Consumption Experiences*, Gainesville, FL, Jan. 2022.

Monnier, Arnaud*, and Manoj Thomas, “Experiential versus Analytical Price Evaluations,” *Association for Consumer Research (ACR)*, Virtual, Oct. 2020.

Monnier, Arnaud*, Isabel Eichinger, Martin Schreier, and Stijn van Osselaer, "Spreading Roots: How Self-Production Increases Feelings of Groundedness," *Association for Consumer Research (ACR)*, Virtual, Oct. 2020.

Monnier, Arnaud*, Steven Sweldens, and Stefano Puntoni, “The ‘Calories-Must-Be-Bad’ Bias: How the Belief that All Calories are Bad Increases the Choice Share of Less Nutritious Options,” *Society for Consumer Psychology (SCP)*, Huntington Beach, CA, March 2020.

Monnier, Arnaud*, and Manoj Thomas, “Perceptual Grounding of Quantity: How Quantity Framing Effects Shape Perceived Value,” *Society for Consumer Psychology (SCP)*, Huntington Beach, CA, March 2020.

Monnier, Arnaud*, and Manoj Thomas, “How the Description of Quantity Influences Perceived Value,” *Association for Consumer Research (ACR)*, Atlanta, GA, Oct. 2019.

Monnier, Arnaud*, Steven Sweldens, and Stefano Puntoni, “The ‘Calories-Must-Be-Bad’ Bias: How the Belief that All Calories are Bad Increases the Choice Share of Less Nutritious Options,” *Association for Consumer Research (ACR)*, Atlanta, GA, Oct. 2019.

OTHER PRESENTATIONS

“*How Quantity Description Affects Prices and Perceived Economic Value*”

2020 Kaitlin Woolley’s Lab Meeting, Cornell University

2019 Marketing Workshop, S.C. Johnson College of Business, Cornell University

2018 Marketing Workshop, S.C. Johnson College of Business, Cornell University

“*How Self-Production Affects Consumption and Sharing*”

2020 Business of Food Annual Meeting, Cornell University

"Spreading Roots: How Self-Production Increases Feelings of Groundedness"

2020 Kaitlin Woolley's Lab Meeting, Cornell University

"Healthy Taste vs. Tasty Health: Asymmetric Responses to Dual Marketing Claims"

2020 Kaitlin Woolley's Lab Meeting, Cornell University

"The 'Calories-Must-Be-Bad' Bias: How the Belief that All Calories are Bad Increases the Choice Share of Nutrient-Dense Options"

2019 Working paper series, S.C. Johnson College of Business, Cornell University

2017 Brown bag series, S.C. Johnson School of Management, Cornell University

2017 Lunch club series, Rotterdam School of Management, Erasmus University

TEACHING EXPERIENCE

Instructor

Marketing Management (53 Undergraduate and non-MBA Graduate Students), *Spring 2020*,
Instructor Rating: **4.42/5.00**

Marketing Management (25 Undergraduate and non-MBA Graduate Students), *Fall 2019*,
Instructor Rating: **4.38/5.00**

Teaching Assistant

Managerial Decision-Making (MBA), J. Edward Russo, Fall 2018

Marketing Management (MBA), Soo Kim & Kaitlin Woolley, Fall 2018

Marketing Strategy (MBA), Vithala Rao, Fall 2018

Guest Speaker

Seminar on In-Store Marketing and Category Management (Master level), Agrocampus-Ouest, France (2010-2015)

GRADUATE COURSEWORK

Ph.D. Coursework (Cornell University)

Marketing and Behavioral Sciences

Advanced Social Psychology

Behavioral Economics

Doctoral Seminar in Behavioral Decision-Making

Doctoral Seminar in Behavioral Marketing

Doctoral Pro Seminar in Marketing

Psychology of Consumption Value

Research Methods in Psychology

Social Neuroscience

Thomas Gilovich & Psych Faculty

Ted O'Donoghue

J. Edward Russo

Stijn van Osselaer

Vithala Rao & Marketing Faculty

Manoj Thomas

Vivian Zayas

Amy Krosch

Statistics

Quantitative Methods 1 & 2

Felix Thoemmes

Mediation, Moderation, and Conditional Process

Andrew Hayes (*Workshop*)**Research Master Coursework (Erasmus University Rotterdam)*****Marketing and Behavioral Sciences***

Current Topics in Marketing Research

Stefano Puntoni & Marketing Faculty

Consumer Behavior

Dan Schley

Specialization Module on Consumer Behavior

Steven Sweldens & Marketing Faculty

Behavioral Foundations

Maarten Wubben

Experimental Methods in Business Research

Maarten Wubben

Economic Foundations

Otto Swank, Suzanne Bijkerk

Scientific Integrity

Patrick Groenen, Marius van Dijke

Publishing Strategy

Marius van Dijke

Statistics

Statistical Methods

Patrick Groenen, Alex Koning

Data Visualization in R

Jason Roos

Moderation and Mediation

Jeremy Dawson

COMPUTER SKILLS

R, SAS, SPSS

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)

American Marketing Association (AMA)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)

PROFESSIONAL SERVICE

Ad-hoc reviewer, *Social Psychology and Personality Science*

Johnson College of Business Journal Club Coordinator, 2019

OTHER WORK EXPERIENCE

Business Journalist, *Linéaires* (Rennes, France)

2007-2016

Sales Force Coordinator, *General Mills* (Paris, France)

2006

Research Assistant in Marketing, *Griffith Business School* (Brisbane, Australia)

2004-2005