

Arnaud Monnier

SC Johnson College of Business | Cornell University
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ACADEMIC POSITIONS

EDHEC Business School

Assistant Professor of Marketing, 2022 - present

EDUCATION

- Cornell University**, SC Johnson Graduate School of Management Ithaca, NY
Ph.D. in Marketing, 2017 - 2022
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, 2016 - 2017
- Agrocampus-Ouest** Rennes, France
M.S., Food Science and Management (Marketing), 2001 - 2006

RESEARCH INTERESTS

Behavioral Pricing, Consumer Well-Being, Self-Production, 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*. 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* (issue on healthier eating), doi.org/10.1086/720447
- 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. doi.org/10.1086/590319

UNDER REVIEW

- Monnier, Arnaud**, Isabel Eichinger, Martin Schreier, and Stijn M. J. van Osselaer, "Spreading Roots: How Making Things Yourself Increases Feelings of Groundedness," under review at *Journal of Personality and Social Psychology*

Thomas, Manoj, and **Arnaud Monnier**, “Experiential Price Evaluations: How Pain, Fluency, and Pleasure Influence Price Evaluations,” under review at *Journal of Consumer Research*

WORK IN PROGRESS

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,” manuscript being revised

Monnier, Arnaud, and Manoj Thomas, “Does Consumer Willingness to Pay Reflect Market Prices?” manuscript in preparation

Monnier, Arnaud, and Kaitlin Woolley, “Healthy Taste Versus Tasty Health: Consumers’ Asymmetric Responses to Dual Marketing Claims,” data collection

Monnier, Arnaud, Martin Schreier, and Stijn M. J. van Osselaer, “Consequences of Groundedness,” data collection

Monnier, Arnaud, Sarah Lim, and Stijn M. J. van Osselaer, “Return on Effort,” 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

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

"Does Consumer Willingness to Pay Reflect Market Prices?"

2022 Working paper series, S.C. Johnson College of Business, Cornell University

"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 Making Things Yourself 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 (Cornell)

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 (Cornell)

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)

PH.D. COURSEWORK (CORNELL UNIVERSITY)

Marketing and Behavioral Sciences

Advanced Social Psychology	Thomas Gilovich & Psych Faculty
Behavioral Economics	Ted O’Donoghue
Doctoral Seminar in Behavioral Decision-Making	J. Edward Russo
Doctoral Seminar in Behavioral Marketing	Stijn van Osselaer
Doctoral Pro Seminar in Marketing	Vithala Rao & Marketing Faculty
Psychology of Consumption Value	Manoj Thomas
Research Methods in Psychology	Vivian Zayas
Social Neuroscience	Amy Krosch

Statistics

Quantitative Methods 1 & 2
 Mediation, Moderation, and Conditional Process

Felix Thoemmes
 Andrew Hayes (*Workshop*)

RESEARCH MASTER COURSEWORK (ERASMUS UNIVERSITY ROTTERDAM)

Marketing and Behavioral Sciences

Current Topics in Marketing Research
 Consumer Behavior
 Specialization Module on Consumer Behavior
 Behavioral Foundations
 Experimental Methods in Business Research
 Economic Foundations
 Scientific Integrity
 Publishing Strategy

Stefano Puntoni & Marketing Faculty
 Dan Schley
 Steven Sweldens & Marketing Faculty
 Maarten Wubben
 Maarten Wubben
 Otto Swank, Suzanne Bijkerk
 Patrick Groenen, Marius van Dijke
 Marius van Dijke

Statistics

Statistical Methods
 Data Visualization in R
 Moderation and Mediation

Patrick Groenen, Alex Koning
 Jason Roos
 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

ACR (Association for Consumer Research) Conference Reviewer, 2022
 SCP (Society for Consumer Psychology) Conference Coordinator, 2022
 Ad-hoc reviewer, *Social Psychology and Personality Science*
 Johnson College of Business Journal Club Coordinator, 2019

OTHER WORK EXPERIENCE

Business Journalist, <i>Linéaires</i> (Rennes, France)	2007-2016
Sales Force Coordinator, <i>General Mills</i> (Paris, France)	2006
Research Assistant in Marketing, <i>Griffith Business School</i> (Brisbane, Australia)	2004-2005