

Arnaud Monnier

EDHEC Business School
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ACADEMIC POSITIONS

EDHEC Business School Nice, France
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, Food Decision-Making, Consumers' Responses to Marketing Practices

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

Thomas, Manoj, and **Arnaud Monnier** (forthcoming), "Experiential Price Evaluations: How Pain, Fluency, and Pleasure Influence Price Evaluations," book chapter in *New Trends in Behavioral Pricing*, Ed. Chezy Ofir, World Scientific Publishers

WORK IN PROGRESS

Monnier, Arnaud, Isabel Eichinger, Martin Schreier, and Stijn M. J. van Osselaer, “Spreading Roots: How Making Things Yourself Increases Feelings of Groundedness,” manuscript being revised

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?” data collection

Monnier, Arnaud, Wendy De La Rosa, Martin Schreier, and Stijn M. J. van Osselaer, “Groundedness and Self-Control,” data collection

Monnier, Arnaud, and Kaitlin Woolley, “Healthy Taste Versus Tasty Health: Consumers’ Asymmetric Responses to Dual Marketing Claims,” 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*, Sarah Lim, Kathryn LaTour, and Stijn M. J. van Osselaer, “Baking Your Own Cookies: Does Food Self-Production Increase Consumption?” *JACR Webinar (behavioral interventions for healthier eating)*, Virtual, October 2022
- 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)

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

COMPUTER SKILLS

R, SAS, SPSS

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