

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
 Thesis advisors: Stefano Puntoni and Steven Sweldens (Co-chairs)

Agrocampus-Ouest Rennes, France
 M.S., Food Science and Management (Marketing), 2001 - 2006

RESEARCH INTERESTS

Behavioral Pricing, Groundedness, Consumer Well-Being, Food Decision-Making

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
 Mentioned in Harvard Business Review (“Idea Watch,” Sept-Oct 2022, p. 24)

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, and Manoj Thomas, “Does Consumer Willingness to Pay Reflect Market Prices?” data collection

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

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

Monnier, Arnaud, Esther Uduehi, Martin Schreier, and Stijn M. J. van Osselaer, “Groundedness and Openness: Base or Barrier?” data collection

Mayerhofer, Tobias, **Arnaud Monnier**, André Marchand, Martin Schreier, and Stijn M.J. van Osselaer, “How Consuming Local Products Can Decrease Loneliness,” data collection

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 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

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

University of Miami (Herbert School of Business)
 Singapore Management University
 EDHEC Business School
 IÉSEG School of Management
 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.

TEACHING EXPERIENCE

Instructor (EDHEC Business School)

Sustainable Marketing (50 Master students in Global and Sustainable Business), *Spring 2023*

Sustainable Marketing (69 Master students in Business Management), *Fall 2022*

Instructor (Cornell)

Marketing Management (53 Undergraduate and non-MBA Graduate Students), *Spring 2020*,

Marketing Management (25 Undergraduate and non-MBA Graduate Students), *Fall 2019*

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)

European Marketing Academy (EMAC)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)

PROFESSIONAL SERVICE

SCP (Society for Consumer Psychology) Conference Reviewer, 2023

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