



Full Professor with HDR qualification Gilles GROLLEAU

Academic Department: Economics, Law and Society

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RESEARCH INTERESTS

- Behavioral economics
- Experimental methodologies
- Voluntary approaches to the environment and sustainable development
- Transaction cost theory
- Beneficial piracy and counterfeiting
- Quality management
- Pro-social and anti-social behaviors
- Economy of words
- Beneficial effects of scandals
- Practice of silence

TEACHING DOMAINS

- Eco-labeling and eco-certification
- Environmental and sustainable development economics
- Experimental economics, Behavioral economics
- Experimental methods for marketing
- Quality management in the agri-food industry
- Piracy and counterfeiting benefit the 'victim' firms
- Research in management sciences
- Art of academic publishing

EDUCATION

Highest degree :

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| 2007 | Higher Doctorate (Habil.), Economics, Bourgogne University, France |
| 2002 | PhD, Economics, Bourgogne University, France
<i>Normalisation et certification environnementales : une application à l'agriculture</i> |
| 1997 | DEA (Master), Economics, Bourgogne University, France |

PROFESSIONAL EXPERIENCE

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Academic experience and positions

Since 2022	Behavioral and Experimental Laboratory Steering Committee, ESSCA School of Management, France
Since 2021	Professor Habil., ESSCA School of Management, France
2006 - 2021	Professor, Montpellier SupAgro, France
2014 - 2020	Advisor for research activities, Burgundy School of Business - BSB, France

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

GROLLEAU, G., MZOUGH, N. and PEKOVIC, S. (2025). Entrepreneurship Experience and Environmental and Social Sustainability in New Companies. *Business Strategy and the Environment*, 34(8), pp. 9863-9877.

GLAVAS, D., GROLLEAU, G. and MZOUGH, N. (2025). IT professionals trust in artificial intelligence vs. human experts for achieving sustainable development goals. *Sustainable Futures*, 10, pp. 101153.

CRÉPIN, A. and GROLLEAU, G. (2025). Placing a Competitor's Brand in a Bad Light: Mapping Ill-Intentioned Placement as an Emerging Form of Brand Sabotage. *Journal of Business Strategy*.

GROLLEAU, G., MEUNIER, L. and MZOUGH, N. (2025). Targeting the Sin or the Sinner? Applying Kahneman's Insights to Frame Environmental Messages for Better Waste Management. *Environmental and Resource Economics*, 88, pp. 2629–2644.

CLOT, S., GROLLEAU, G. and IBANEZ, L. (2025). Take the good with the bad, and the bad with the good. *Bulletin of Economic Research*.

ADIL, S., GROLLEAU, G. and MZOUGH, N. (2025). Green Astroturfing Unpacked: The Moral Judgment of Direct and Indirect Tactics. Forthcoming *International Journal of Business Governance and Ethics*.

GROLLEAU, G., MUNGAN, M.C. and MZOUGH, N. (2025). Perceptions of Justice: Assessing the Perceived Effectiveness of Punishments by Artificial Intelligence versus Human Judges. *Review of Law and Economics*, 21(2), pp. 479-499.

GROLLEAU, G., MZOUGH, N. and SOLAROLI, L. (2025). Perceptions of Food Waste: Is there a Numerosity Bias ? *Journal of the Economic Science Association*.

GROLLEAU, G., MZOUGH, N. and WEBER, C.S. (2025). Positional and Egalitarian Concerns over Macroeconomic Indicators. *Journal of Economic Studies*.

GROLLEAU, G., MZOUGH, N. and WEBER, C.S. (2025). Longer vs. shorter denominations of unemployment and inflation rates: an experimental survey. *Economics and Business Letters*, 14(2), pp. 95-105.

BARBARA, L., GROLLEAU, G., HOUFAF KHOUFAF, A., MERIANE, Y. and MZOUGH, N. (2025). Positional concerns in housing related preferences in Algeria: How do you stack up? *Forum for Social Economics*.

GROLLEAU, G. and MEUNIER, L. (2025). Book & Resource Reviews. Failing Our Future: How Grades Harm Students, and What We Can Do about It, Joshua R. Eyler. *Academy of Management Learning and Education*, 24(2), pp. 273-275.

CELSE, J. and GROLLEAU, G. (2025). The influence of street name gender on perceptions of

location quality and rental decisions. *Review of Behavioral Economics*, 12(3), pp. 291-310.

GROLLEAU, G. and MEUNIER, L. (2025). Leveraging Effectuation for Original Experiments. Forthcoming *Review of Behavioral Economics*.

GROLLEAU, G. and MZOUGH, N. (2025). Punishment Menus as a Means to Reduce Appeals by Guilty Offenders. Forthcoming *Interdisciplinary Journal of Economics and Business Law*.

GLAVAS, D. and GROLLEAU, G. (2024). Do Happy Individuals Support Government Environmental Spending? Evidence from the General Social Survey. Forthcoming *Policy Studies*.

DETCHENIQUE, G. and GROLLEAU, G. (2024). Turning Sportswashing Against Sportswashers: An Unconventional Perspective. *Prometheus*, 40(3), pp. 146-165.

CLOT, S. and GROLLEAU, G. (2024). No Organization is Perfect: The Positive Effect of Acknowledging the Negative. *Review of Behavioral Economics*, 11(4), pp. 455-470.

ASSELINEAU, A., GROLLEAU, G. and MZOUGH, N. (2024). Quiet environments and the intentional practice of silence: Towards a new perspective in the analysis of silence in organizations. *Industrial and Organizational Psychology: Perspectives on Science and Practice*, 17(3), pp. 326-340.

BOHAS, A., GROLLEAU, G. and MZOUGH, N. (2024). The Advantages of Being Disadvantaged. *Kyklos*, 77(3), pp. 759-775.

GROLLEAU, G., MANGAN, M.C. and MZOUGH, N. (2024). Punishment Menus and Their Deterrent Effects: An Exploratory Analysis. *European Journal of Law and Economics*, 58, pp. 1-19.

GROLLEAU, G., MZOUGH, N. and PROST, E. (2024). The Timing of (Green) Incentives: Exploiting Opportunity Windows. *International Review of Environmental and Resource Economics*, 18(4), pp. 491-521.

GROLLEAU, G. and MEUNIER, L. (2024). When Later Is Better: Delay in Donation Reception by an NGO Increases Donors' Generosity. *Review of Behavioral Economics*, 11(3), pp. 349-360.

GROLLEAU, G. and MEUNIER, L. (2024). Legitimacy Through Research and Not Rankings: A Provocation and Proposal for Business Schools. *Academy of Management Learning and Education*, 23(2), pp. 207-365.

GROLLEAU, G. and WEBER, C.S. (2024). The Effect of Inflation on CO2 Emissions. *Ecological Economics*, 217, pp. 108029.

MZOUGH, N., GROLLEAU, G. and STADGE, M. (2024). Why University Social Responsibility Initiatives Can Backfire and What to Do About It? *Prometheus*, 40(1), pp. 32-46.

GROLLEAU, G., MEUNIER, L. and MZOUGH, M. (2023). Polluting for (higher) profits: Does an economic gain influence moral judgment of environmental wrongdoings? *Ecological Economics*, 213, pp. 107963.

CELSE, J. and GROLLEAU, G. (2023). Too much of a good thing? Drawbacks of stressing measurement of impact investing. *Journal of Alternative Investments*, 26(2), pp. 9-27.

FALCHI, A., GROLLEAU, G., MZOUGH, N. and PEKOVIC, S. (2023). Eco-innovations and Job Satisfaction: A Moderated Mediation Approach. *Journal of Innovation Economics & Management*, 42(3), pp. 185-199.

CELSE, J. and GROLLEAU, G. (2023). Fare evasion and information provision: what information should be provided to reduce fare-evasion? *Transport Policy*, 138, pp. 119-128.

- GROLLEAU, G., MZOUGH, N. and TALPUR, Q.U.A. (2023). Emotional labour in the Analysis of Farm-Based Hospitality Projects. *Hospitality and Society*, 13(2), pp. 103 -112.
- GROLLEAU, G., IBANEZ, L. and MZOUGH, N. (2023). The effect of distance on the moral judgment of environmental wrongdoings. *Business Strategy and the Environment*, 32(4), pp. 1504-1512.
- MZOUGH, N., GROLLEAU, G. and WRIGHT, S. (2023). Fluency and the Perceived Ethicality of Corporate Social (Ir)responsibility. *Psychology and Marketing*, Special Section: Consumer Engagement and Stress 40(5), pp. 954-969.
- DIB-SLAMANI, H., GROLLEAU, G. and MZOUGH, N. (2023). Does NGO origin influence moral judgment? A study of the attitudes of Algerian participants towards foreign NGOs. *Nonprofit and Voluntary Sector Quarterly*, 52(2), pp. 514–528.
- ASSAF, C., GROLLEAU, G. and MZOUGH, N. (2023). Transforming Scandals into Entrepreneurial Opportunities. The Case of the Hospitality Industry. *Hospitality and Society*, 13(1), pp. 29-40.
- FARROW, K., GROLLEAU, G. and MZOUGH, N. (2023). Harnessing the power of words to address the COVID-19 crisis. *Administration & Society*, 55(2).
- GLAVAS, D., GROLLEAU, G. and MZOUGH, N. (2023). Greening the Greenwashers – How to Push Greenwashers Towards More Sustainable Trajectories. *Journal of Cleaner Production*, 382, pp. 135301.
- MZOUGH, N. and GROLLEAU, G. (2022). How research institutions can make the best of scandals, once they become unavoidable. *Prometheus*, 38(3), pp. 282-290.
- GROLLEAU, G., MANGAN, M.C. and MZOUGH, N. (2022). Letting Offenders Choose Their Punishment? *Kyklos*, 75(4), pp. 607-617.
- GROLLEAU, G., MZOUGH, N. and PETERSON, D. (2022). Making change easy is not always good. *Review of Behavioral Economics*, 9(4), pp. 315-331.
- GROLLEAU, G., MANGAN, M.C. and MZOUGH, N. (2022). Seemingly Irrelevant Information? The Impact of Legal Team Size on Third Party Perceptions . *International Review of Law and Economics*, 71, pp. 106068.
- GROLLEAU, G., EVON, J. and QIAN, Y. (2022). How fine wine producers can make the best of counterfeiting. *Strategic Change*, 31(5), pp. 515-522.
- CELSE, J., FREY, B., GROLLEAU, G. and MZOUGH, N. (2022). The unexpected power of negative awards. *Kyklos*, 75(3), pp. 385-393.
- GROLLEAU, G. and MEUNIER, L. (2022). Doing More with Less: Behavioral Insights for Anti-Piracy Messages. *Information Society*, 38(5).
- CELSE, J., GROLLEAU, G. and MAX, S. (2022). « Le » Covid-19 est-il plus grave que « la » Covid-19 ? Impact du genre grammatical attribué à la maladie sur sa perception et sur les mesures de protection prises pour s'en prémunir. *Revue d'Economie Politique*, 132(4), pp. 679 à 695.
- FALCHI, A., GROLLEAU, G. and MZOUGH, N. (2022). Why companies might undercommunicate their efforts for sustainable development and what can be done? *Business Strategy and the Environment*, 31(5), pp. 1938-1946.
- GROLLEAU, G., MZOUGH, N., PETERSON, D. and TENDERO, M. (2022). Changing the world with words? Euphemisms in climate change issues. *Ecological Economics*, 193.
- GROLLEAU, G., MZOUGH, N. and PEKOVIC, S. (2022). An empirical analysis of the relationship

between innovation activities and job satisfaction among French firms. *Journal of Vocational Behavior*, 133.

CLOT, S., GROLLEAU, G. and IBANEZ, L. (2022). A reference point bias in judging cheaters. *Journal of Economic Psychology*, 89.

FARROW, K., GROLLEAU, G. and MZOUGH, N. (2021). 'Let's call a spade a spade, not a gardening tool': How euphemisms shape moral judgement in corporate social responsibility domains. *Journal of Business Research*, 131, pp. 254-267.

GROLLEAU, G., MARCIANO, A. and MZOUGH, N. (2021). Scandals: A 'reset button' to drive change? *Organizational Dynamics*, 50(2).

CELSE, J. and GROLLEAU, G. (2021). Keeping up with the Joneses: Examining relative concerns in health related domains. *Journal de Gestion et d'Economie de la Santé*, 1(1), pp. 21-44.

COCHARD, F., FLAGE, A., GROLLEAU, G. and SUTAN, A. (2020). Are individuals more generous in loss contexts? *Social Choice and Welfare*, 55(4), pp. 845-866.

GROLLEAU, G., MARCIANO, A. and MZOUGH, N. (2020). The Strategic Use of Scandals. *Kyklos*, 73(4), pp. 524-542.

MAX, S., GROLLEAU, G., PERCHOT, R. and SUTAN, A. (2020). On signaling disability in anonymous economic games. *Journal of Economic Psychology*, 78(C).

GROLLEAU, G., IBANEZ, L. and MZOUGH, N. (2020). Moral judgment of environmental harm caused by a single versus multiple wrongdoers: A survey experiment. *Ecological Economics*, 170.

PEKOVIC, S., GROLLEAU, G. and MZOUGH, N. (2020). Coopetition in innovation activities and firms' economic performance: An empirical analysis. *Creativity and Innovation Management*, 29(1), pp. 85-98.

FARROW, K., GROLLEAU, G. and MZOUGH, M. (2020). When More Is Not Better: Three Common Mistakes in Health Messaging Interventions. *Journal of Health Politics, Policy and Law*, 45(1), pp. 143-152.

EL HARBI, S., GROLLEAU, G., SUTAN, A. and BEN TICHA, Z. (2020). Are individuals with entrepreneurial characteristics more likely to engage in destruction? An experimental investigation among potential 21 century entrepreneurs in Tunisia. *Bulletin of Economic Research*, 72(1), pp. 33-49.

BERETTI, A., FIGUIÈRES, C. and GROLLEAU, G. (2019). How to turn crowding-out into crowding-in? An innovative instrument and some law-related examples. *European Journal of Law and Economics*, 48(3), pp. 417-438.

GROLLEAU, G., MZOUGH, N. and SUTAN, A. (2019). Does advertising the green benefits of products contribute to sustainable development goals? A quasiexperimental test of the dilution effect. *Business Strategy and the Environment*, 28(5), pp. 786-793.

BARBARA, L., GROLLEAU, G. and MZOUGH, N. (2019). Attracting employees in developing countries through corporate social responsibility initiatives. *Strategic Change*, 28(4), pp. 255-258.

BOUGHERARA, D., COSTA, S., GROLLEAU, G. and IBANEZ, L. (2019). Do positional preferences cause welfare gains? *Economics Bulletin*, 39(2), pp. 1228-1241.

LEQUIN, S., GROLLEAU, G. and MZOUGH, N. (2019). Harnessing the power of identity to encourage farmers to protect the environment. *Environmental Science and Policy*, 93, pp. 112-117.

FARROW, K., GROLLEAU, G. and MZOUGH, N. (2018). What in the Word! The Scope for the Effect of Word Choice on Economic Behavior. *Kyklos*, 71(4), pp. 557-580.

FARROW, K., GROLLEAU, G. and MZOUGH, N. (2018). Less is more in energy conservation and efficiency messaging. *Energy Policy*, 122, pp. 1-6.

PELLEGRIN, C., GROLLEAU, G., MZOUGH, N. and NAPOLEONE, C. (2018). Does the Identifiable Victim Effect Matter for Plants? Results From a Quasi-experimental Survey of French Farmers. *Ecological Economics*, 151, pp. 106-113.

PEKOVIC, S., GROLLEAU, G. and MZOUGH, N. (2018). Environmental investments: Too much of a good thing? *International Journal of Production Economics*, 197, pp. 297-302.

FARROW, K., GROLLEAU, G. and IBANEZ, L. (2017). Social Norms and Pro-environmental Behavior: A Review of the Evidence. *Ecological Economics*, 140, pp. 1-13.

GROLLEAU, G., KOCHER, M.G. and SUTAN, A. (2016). Cheating and Loss Aversion: Do People Cheat More to Avoid a Loss? *Management Science*, 62(12), pp. 3428-3438.

BARNETT, J., GROLLEAU, G. and HARBI, S. (2010). The Fashion Lottery: Cooperative Innovation in Stochastic Markets. *Journal of Legal Studies*, 39(1), pp. 159-200.

GROLLEAU, G., IBANEZ, L. and MZOUGH, N. (2009). Too much of a good thing? Why altruism can harm the environment? *Ecological Economics*, 68(7), pp. 2145-2149.

BOUGHERARA, D., GROLLEAU, G. and MZOUGH, N. (2009). Buy local, pollute less: What drives households to join a community supported farm? *Ecological Economics*, 68(5), pp. 1488-1495.

DEPRES, C., GROLLEAU, G. and MZOUGH, N. (2008). Contracting for Environmental Property Rights: The Case of Vittel. *Economica*, 75(299), pp. 412-434.

Conference paper (with selection committee)

GROLLEAU, G. (2023). Gender Issues: Insights from Behavioral Economics. In: International Conference on Gender Studies. Sousse.

GROLLEAU, G. (2023). Artificial Intelligence and Experimental/Behavioral Economics. In: Conférence Internationale sur l'Intelligence Artificielle. Institut des Hautes Etudes Commerciales de Sousse.

Invited in Academic Conferences

GROLLEAU, G. (2023). Gender issues: some unconventional insights from behavioral economics. In: ICGS 2023 : International Conference on Gender Studies. Sousse.

Practice-oriented contributions

IBANEZ, L., GROLLEAU, G., MATHEX, S. and CLOT, S. (2024). Medio ambiente y compensación moral: Ecológico, sí pero: estos pequeños arreglos con nuestras conciencias. El Mundo Financiero.

MZOUGH, N., PROST, E. and GROLLEAU, G. (2024). Bonificaciones, ascensos... Los incentivos "buenos" no bastan, también es cuestión de timing. Dirigentes Digital.com, Spain.

GROLLEAU, G. (2024). Avis d'expert : Après le greenwashing, le greenhushing ralentit la transition des entreprises par Agathe Beaujon. Challenges, France.

MZOUGH, N., PROST, E. and GROLLEAU, G. (2024). Primes, promotions ... Les « bonnes » incitations ne suffisent pas, c'est aussi une question de timing. The Conversation, France.

IBANEZ, L., GROLLEAU, G., MATHEX, S. and CLOT, S. (2024). « Écolo, oui mais » : ces petits arrangements avec nos consciences. The Conversation, France.

MEUNIER, L. and GROLLEAU, G. (2024). Música, películas y 'software': cuando los mensajes contra la piratería fomentan... ¡la piratería! Madrid: Marketing News, Spain.

GROLLEAU, G. and MEUNIER, L. (2024). Musique, films, logiciels : quand les messages anti-piratage encouragent... le piratage ! The Conversation, France.

ASSELINÉAU, A., GROLLEAU, G. and MZOUGH, N. (2024). El silencio, una herramienta de gestión infravalorada. Madrid: Marketing News, Spain.

ASSELINÉAU, A., GROLLEAU, G. and MZOUGH, M. (2023). Le silence, un outil de performance managériale sous-estimé. The Conversation, France.

MZOUGH, N., GROLLEAU, G. and MUNGAN, M.C. (2023). Et si les délinquants choisissaient eux-mêmes leurs punitions ? The Conversation, France.

MZOUGH, N., PETERSON, D. and GROLLEAU, G. (2023). Sobriété : « faciliter » les changements de comportements, une méthode aux effets pervers. The Conversation, France.

FALCHI, A., GROLLEAU, G. and MZOUGH, N. (2023). Greenhushing: cuando las empresas y marcas silencian sus esfuerzos por el planeta. FundsPeople.

FALCHI, A., GROLLEAU, G. and MZOUGH, N. (2022). "Greenhushing" : quand les entreprises passent sous silence leurs efforts pour la planète. Challenges, France.

GROLLEAU, G. and SUTAN, A. (2019). Pourquoi pense-t-on que les produits bio sont « moins bons » ? The Conversation, France.

RESEARCH ACTIVITIES

Editorial activities

Reviewer for an academic or professional publication

Since 2021	Ad-hoc reviewer, Business Strategy and the Environment
Since 2002	Ad-hoc reviewer, Ecological Economics
Since 2002	Ad-hoc reviewer, Economics Bulletin
Since 2002	Ad-hoc reviewer, Environmental and Resource Economics
Since 2002	Ad-hoc reviewer, Environmental Science and Policy
Since 2002	Ad-hoc reviewer, European Review of Agricultural Economics
Since 2002	Ad-hoc reviewer, Journal of Cleaner Production
Since 2002	Ad-hoc reviewer, Journal of Economic Behavior and Organization
Since 2002	Ad-hoc reviewer, Journal of Economic Issues
Since 2002	Ad-hoc reviewer, Journal of Environmental Economics and Management
Since 2002	Ad-hoc reviewer, Journal of Environmental Management
Since 2002	Ad-hoc reviewer, Food Policy
Since 2002	Ad-hoc reviewer, Revue économique

Service to the academic discipline

Active member of a recognised scientific or academic association

2012 - 2012	Scientific Committee member, French Association of Experimental Economics (ASFEE), France
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Consulting

Relevant consulting activities

Since 2010 Consultant, Organisation for Economic Co-operation and Development (OECD), France

Service to the institution

Active participation in an event organised by the institution

2024 - 2024 Discussant: An Experiential Approach to Teaching and Learning of Trading Psychology Presenter: Dr Jia Cao, Experiments in Corporate Finance and Accounting Workshop, ESSCA School of Management, France

Service to the academic discipline

Scientific committee of an academic conference

2009 - 2009 Scientific Committee Member: International Conference on Quality Management and Enhancement (ICQME)

Participation in assessment committees

Since 2010 Expert evaluator for research projects, Agence Nationale de Recherche (ANR), France

Since 2010 Expert evaluator for research projects, Ministère de la Transition écologique et de la Cohésion des territoires, France