



Professeur directeur de recherche Gilles GROLLEAU

Département de rattachement: Economics, Law and Society

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INTÉRÊTS DE RECHERCHE

- Economie comportementale
- Méthodes expérimentales
- Approches volontaires dans le domaine de l'environnement et du développement durable
- Théorie des coûts de transaction
- Piratage et contrefaçon bénéfiques
- Management de la qualité
- Comportements pro-sociaux et antisociaux
- Economie des mots
- Effets bénéfiques des scandales
- Pratique du silence.

DOMAINE D'ENSEIGNEMENT

- Eco-labélisation et éco-certification,
- Economie de l'environnement et du développement durable
- Economie expérimentale, Economie comportementale
- Méthodes expérimentales pour le marketing
- Management de la qualité dans les filières agro-alimentaires
- Piratage et contrefaçon bénéfiques pour les firmes 'victimes'
- Sensibilisation à la recherche en sciences de gestion
- Art de la publication académique

FORMATION

Diplôme le plus élevé :

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| 2007 | Habilitation à diriger des recherches, Économie, Université de Bourgogne, France |
| 2002 | Doctorat, Sciences économiques, Université de Bourgogne, France
<i>Normalisation et certification environnementales : une application à l'agriculture</i> |
| 1997 | Diplôme d'Etudes Approfondies (DEA), Economie, Université de Bourgogne, France |

EXPÉRIENCE PROFESSIONNELLE

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Vie et positions académiques

- Depuis 2022 Comité directeur du Behavioral and Experimental Laboratory, ESSCA School of Management, France
- Depuis 2021 Professeur directeur de recherche, ESSCA School of Management, France
- 2006 - 2021 Professeur, Montpellier SupAgro, France
- 2014 - 2020 Conseiller pour les activités recherche, Burgundy School of Business - BSB, France

PUBLICATIONS SCIENTIFIQUES

Articles évalués par les pairs

- GROLLEAU, G., MZOUGH, N. et 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. et MZOUGH, N. (2025). IT professionals trust in artificial intelligence vs. human experts for achieving sustainable development goals. *Sustainable Futures*, 10, pp. 101153.
- CRÉPIN, A. et 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. et 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. et IBANEZ, L. (2025). Take the good with the bad, and the bad with the good. *Bulletin of Economic Research*.
- ADIL, S., GROLLEAU, G. et MZOUGH, N. (2025). Green Astrourfing Unpacked: The Moral Judgment of Direct and Indirect Tactics. à paraître *International Journal of Business Governance and Ethics*.
- GROLLEAU, G., MUNGAN, M.C. et 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. et SOLAROLI, L. (2025). Perceptions of Food Waste: Is there a Numerosity Bias ? *Journal of the Economic Science Association*.
- GROLLEAU, G., MZOUGH, N. et WEBER, C.S. (2025). Positional and Egalitarian Concerns over Macroeconomic Indicators. *Journal of Economic Studies*.
- GROLLEAU, G., MZOUGH, N. et 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. et MZOUGH, N. (2025). Positional concerns in housing related preferences in Algeria: How do you stack up? *Forum for Social Economics*.
- GROLLEAU, G. et 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. et 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. et MEUNIER, L. (2025). Leveraging Effectuation for Original Experiments. à paraître *Review of Behavioral Economics*.

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

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

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

CLOT, S. et 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. et 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. et MZOUGH, N. (2024). The Advantages of Being Disadvantaged. *Kyklos*, 77(3), pp. 759-775.

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

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

CELSE, J. et 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. et PEKOVIC, S. (2023). Eco-innovations and Job Satisfaction: A Moderated Mediation Approach. *Journal of Innovation Economics & Management*, 42(3), pp. 185-199.

CELSE, J. et 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. et 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. et 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. et 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. et 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. et 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. et MZOUGH, N. (2023). Harnessing the power of words to address the COVID-19 crisis. *Administration & Society*, 55(2).
- GLAVAS, D., GROLLEAU, G. et MZOUGH, N. (2023). Greening the Greenwashers – How to Push Greenwashers Towards More Sustainable Trajectories. *Journal of Cleaner Production*, 382, pp. 135301.
- MZOUGH, N. et GROLLEAU, G. (2022). How research institutions can make the best of scandals, once they become unavoidable. *Prometheus*, 38(3), pp. 282-290.
- GROLLEAU, G., MUNGAN, M.C. et MZOUGH, N. (2022). Letting Offenders Choose Their Punishment? *Kyklos*, 75(4), pp. 607-617.
- GROLLEAU, G., MZOUGH, N. et PETERSON, D. (2022). Making change easy is not always good. *Review of Behavioral Economics*, 9(4), pp. 315-331.
- GROLLEAU, G., MUNGAN, M.C. et 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. et 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. et MZOUGH, N. (2022). The unexpected power of negative awards. *Kyklos*, 75(3), pp. 385-393.
- GROLLEAU, G. et MEUNIER, L. (2022). Doing More with Less: Behavioral Insights for Anti-Piracy Messages. *Information Society*, 38(5).
- CELSE, J., GROLLEAU, G. et 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. et 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. et TENDERO, M. (2022). Changing the world with words? Euphemisms in climate change issues. *Ecological Economics*, 193.
- GROLLEAU, G., MZOUGH, N. et 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. et IBANEZ, L. (2022). A reference point bias in judging cheaters.

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

CELSE, J. et 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. et SUTAN, A. (2020). Are individuals more generous in loss contexts? *Social Choice and Welfare*, 55(4), pp. 845-866.

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

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

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

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

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

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

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

Communications (conférences avec comité de sélection)

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

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

Invité dans une conférence académique

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

Contributions intellectuelles orientées vers la pratique, diffusion des savoirs

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

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

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. et 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. et CLOT, S. (2024). « Écolo, oui mais » : ces petits arrangements avec nos consciences. The Conversation, France.

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

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

ASSELINEAU, A., GROLLEAU, G. et MZOUGH, N. (2024). El silencio, una herramienta de gestión infravalorada. Madrid: Marketing News, Espagne.

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

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

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

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

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

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

ACTIVITÉS DE RECHERCHE

Activités éditoriales

Évaluateur d'une publication académique / professionnelle

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

Service à la discipline

Membre actif d'une association scientifique ou académique

- 2012 - 2012 Membre du comité scientifique, Association Française d'Economie Expérimentale (ASFEE), France

Consulting

Activités de consulting significatives

- Depuis 2010 Consultant, Organisation de coopération et de développement économiques (OCDE), France

Service à l'institution

Participation active à un événement de l'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 à la discipline

Comité scientifique d'une conférence académique

2009 - 2009 Membre du comité scientifique : International Conference on Quality Management and Enhancement (ICQME)

Participation à des comités d'évaluation

Depuis 2010 Expert évaluateur pour des projets de recherche, Agence Nationale de Recherche (ANR), France

Depuis 2010 Expert évaluateur pour des projets de recherche, Ministère de la Transition écologique et de la Cohésion des territoires, France