



Full Professor Luc MEUNIER

Academic Department: Finance, Accounting and
Management Control

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RESEARCH INTERESTS

- Socially responsible investments
- Altruism (donations to NGOs, protection of the environment)
- Risk preferences
- Remote working of auditors
- Higher education environment

TEACHING DOMAINS

- Financial Accounting
- Financial Analysis
- Statistics

EDUCATION

Highest degree :

2019	Doctorate, Management Sciences, Finance, IREGE, France
2019	Doctorate/PhD, Management Sciences, Finance, Grenoble School of Management, France
2014	Master of Science, Finance, Grenoble School of Management, France
2014	Grande Ecole Master Programme, Management Sciences, Finance, Grenoble School of Management, France
2011	Bachelor, Management Sciences, Finance, Grenoble School of Management, France

ACADEMIC AND PROFESSIONAL EXPERIENCE

Academic career

Since 2024	Full Professor, ESSCA School of Management, France
Since 2024	Head of research group, Finance, Accounting, and Management Control, ESSCA School of Management, France
2021 - 2024	Associate Professor, ESSCA School of Management, France
2019 - 2021	Assistant Professor, ESSCA School of Management, France
2014 - 2019	Adjunct Lecturer, Grenoble School of Management, France
2014 - 2019	Research assistant, Grenoble School of Management, France

ACADEMIC AND PROFESSIONAL EXPERIENCE

Company career path

- 2018 - 2019 Scientific advisor, Odonatech, France
- 2013 - 2014 Financial Auditor, Forvis Mazars France, Luxembourg
- 2011 - 2012 Assistant account manager, Groupe Crédit Agricole, France
- 2009 - 2009 Matching report assistant, Schneider Electric, France

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed articles

- BASSIN, C., GAJEWSKI, J.F. and MEUNIER, L. (2025). L'impact du télétravail sur le management des équipes dans les cabinets d'audit. *Management & Avenir*, 150.
- MEUNIER, L., BERTRAND, G. and DENERIER, C. (2025). Beyond Pink and Blue: How Gender Roles Mediate Sex Differences in Risk-Taking. Forthcoming *Review of Behavioral Economics*.
- 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.
- BASHIRZADEH, Y., MEUNIER, L. and MAI, R. (2025). Do Business School Students Value Faculty Diversity? Insights from a Dyadic Analysis of Students' Evaluations of Teaching. *Academy of Management Learning and Education*.
- MEUNIER, L., OHADI, S. and TATARNIKOVA, O. (2025). Stock Market Participation: When no Priming Works Best. *Journal of Behavioral Finance*, 26(3), pp. 406-427.
- 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.
- GROLLEAU, G. and MEUNIER, L. (2025). Leveraging Effectuation for Original Experiments. Forthcoming *Review of Behavioral Economics*.
- GRESSIEUX, E. and MEUNIER, L. (2024). Normalization of Socially Responsible Investments - Does it Fit the Bill ? Why Metrics and Standards can be Detrimental to Ethics and Push Back Individual Investors. *Bankers, Markets & Investors (Ex Banques et Marchés)*, 179(4), pp. 39-51.
- MEUNIER, L. and RICHIT, S. (2024). Testing four nudges in Socially Responsible Investments: Default Winner by Inertia. *Business Ethics, the Environment and Responsibility*, 33(3), pp. 392-415.
- 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.
- MEUNIER, L., BASHIRZADEH, Y. and OHADI, S. (2024). Framing the Default Option Right. *Journal of Behavioral Decision Making*, 37(3), pp. 2395.
- 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.
- GAJEWSKI, J.F., HEIMANN, M., MEUNIER, L. and OHADI, S. (2024). Nudges for Responsible Finance? A Survey of Interventions Targeted at Financial Decision Making. *Corporate Social Responsibility and Environmental Management*, 31(2), pp. 1203-1219.
- ASSAF, C., MONNE, J., HARRIET, L. and MEUNIER, L. (2024). ESG investing: Does one score fit

all investors' preferences? *Journal of Cleaner Production*, 443, pp. 141094.

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.

MEUNIER, L. and OHADI, S. (2023). Exclusion Strategy in Socially Responsible Investment: One Size does not Fit All . *Journal of Behavioral and Experimental Finance*, 39, pp. 100829.

DESMOULINS-LEBEAULT, F., GAJEWSKI, J.F. and MEUNIER, L. (2023). The Impact of Incentive Contracts and Hormones on Risk Taking. *Finance*, 44(2), pp. 3-36.

MEUNIER, L. and OHADI, S. (2023). When are two portfolios better than one? A prospect theory approach. *Theory and Decision*, 94(3), pp. 503-538.

MEUNIER, L. and OHADI, S. (2022). Is $p0.05$ a Reasonable Threshold? An Experiment on the Implicit P-value and Its Determinants. *Testing, Psychometrics, Methodology in Applied Psychology*, 29(4), pp. 419-429.

MEUNIER, L. and OHADI, S. (2022). Misconceptions about Socially Responsible Investments. *Journal of Cleaner Production*, 373(1), pp. 133868.

GROLLEAU, G. and MEUNIER, L. (2022). Doing More with Less: Behavioral Insights for Anti-Piracy Messages. *Information Society*, 38(5).

BERTRAND, G., MEUNIER, L. and LESAGE, X. (2022). Is blended learning a magic potion for increasing the entrepreneurial intention of students? *Revue de l'Entrepreneuriat*, 21(3), pp. 105-138.

GAJEWSKI, J.F., MEUNIER, L. and HEIMANN, M. (2022). Nudges in SRI: The Power of the Default Option. *Journal of Business Ethics*, 177, pp. 547-566.

GAJEWSKI, J.F., MEUNIER, L. and OHADI, S. (2022). Do sources of money matter in risk-taking behavior? *Applied Economics*, 54(4), pp. 443-466.

MEUNIER, L., ADIL, S. and TENDERO, M. (2022). S(k)in in the game: Investing Responsibly in the Face of Risk. *Finance Bulletin*, 1(1).

MEUNIER, L. and OHADI, S. (2021). The Impact of the COVID-19 Crisis on Individuals' Risk and Time Preferences. *Economics Bulletin*, 41(3), pp. 1050-1069.

GAJEWSKI, J.F. and MEUNIER, L. (2020). Risk Preferences: Are Students a Reasonable Sample to Make Inferences about the Decision-Making of Finance Professionals? *Economics Bulletin*, 40(4), pp. 3000-3009.

DESMOULINS-LEBEAULT, F., MEUNIER, L. and OHADI, S. (2020). Does implied volatility pricing follow the tenets of prospect theory? *Journal of Behavioral Finance*, 21(2), pp. 157-173.

DESMOULINS-LEBEAULT, F., GAJEWSKI, J.F. and MEUNIER, L. (2018). What can we learn from Neurofinance? *Finance*, 39(2), pp. 93 -148.

DESMOULINS-LEBEAULT, F., GAJEWSKI, J.F. and MEUNIER, L. (2018). Personality and Risk Aversion. *Economics Bulletin*, 38(1), pp. 472-489.

DESMOULINS-LEBEAULT, F. and MEUNIER, L. (2018). Moment Risks: Investment for Self and for a Firm. *Decision Analysis*, 15(4), pp. 195-267.

Conference papers (with selection committee)

BASSIN, C., GAJEWSKI, J.F., HEIMANN, M. and MEUNIER, L. (2024). The Invisible Gorilla: More Dangerous Digitally Than on Paper! In: 10th EIASM Workshop on Audit Quality. Palermo.

BASSIN, C., GAJEWSKI, J.F. and MEUNIER, L. (2024). From the coffee machine coincidence to scheduling team meetings: The impact of telecommuting on the customer relation. In: Annual Congress of the European Accounting Association. Bucharest.

DUPUY, P., HAUSHALTER, D. and MEUNIER, L. (2023). Risk managers on managing foreign exchange risk. In: EUROFIDAI-ESSEC Finance Meeting. Paris.

BASSIN, C., GAJEWSKI, J.F. and MEUNIER, L. (2023). L'impact du télétravail sur le management des équipes dans les cabinets d'audit. In: Congrès annuel de l'AGRH.

MEUNIER, L. (2022). Encourager l'investissement dans l'ISR - Un examen. In: 2e édition du colloque sur l'éthique professionnelle (Business Ethics) « Regards interdisciplinaires d'une éthique humaniste : l'humain au centre de la gestion. ESSCA, Bordeaux.

MEUNIER, L., ADIL, S. and TENDERO, M. (2021). L'investissement socialement immoral en situation de risque. In: Workshop Regards croisés sur le leader responsable : éthique professionnelle et Management (ESSCA, IRGO, ESG UQAM). ESSCA, School of Management, Bordeaux.

TENDERO, M., MEUNIER, L. and ADIL, S. (2020). Gender effects and SRI. In: 2nd ECMCRC Summer School on Behavioral and Neuroscientific Research for Economics, Finance and Accounting. Online.

MEUNIER, L., BERTRAND, G. and LESAGE, X. (2020). The Secret Ingredient: Impact of a Blended Learning Course on Entrepreneurial Education. In: USASBE 2020 Conference, Interdisciplinary & Experiential Entrepreneurship Education. New Orleans.

BERTRAND, G., MEUNIER, L. and LESAGE, X. (2020). Entrepreneurship initiation (Get Inspired). In: USASBE 2020 Conference, Interdisciplinary & Experiential Entrepreneurship Education. New Orleans.

MEUNIER, L., GAJEWSKI, J.F. and DESMOULINS-LEBEAULT, F. (2019). Do Incentives Contracts Lead to Higher Risk-Taking? The Impact of Hormonal Levels. In: ESSCA Internal Workshop. Paris.

LESAGE, X., BERTRAND, G. and MEUNIER, L. (2019). Une Mesure de l'intention entrepreneuriale des étudiants de génération Z. In: 7e Journée internationale de recherche du Cel / Hubhouse. Centre entrepreneuriat du Littoral, Dunkerque.

GAJEWSKI, J.F., HEIMANN, M. and MEUNIER, L. (2019). Nudges in SRI: Too Much of a Good Thing? In: PANORisk research Day: CSR, Ethics, & Financial Risks. ESSCA Angers.

GAJEWSKI, J.F., HEIMANN, M. and MEUNIER, L. (2019). Nudges in SRI: Too Much of a Good Thing? In: Innsbruck Winter Summit- (Un)Ethical Behavior in Markets. Innsbruck.

GASSMAN, X., MEUNIER, L., FAURE, C., SCHLEICH, J. and MEISSNER, T. (2018). Determinants of Prudence: an investigation on the role played by risk aversion. In: BMK doctoral Conference. Kingston.

DESMOULINS-LEBEAULT, F., GAJEWSKI, J.F. and MEUNIER, L. (2018). Do incentive contracts lead CEO to take higher risks than personal characteristics? In: Foundation of Utility and Risk. York.

GASSMAN, X., MEUNIER, L., FAURE, C., SCHLEICH, J. and MEISSNER, T. (2018). Determinants of Prudence: an investigation on the role played by risk aversion. In: French Finance Association (AFFI) Conference. Paris.

DESMOULINS-LEBEAULT , F., MEUNIER, L. and OHADI , S. (2018). Does Implied Volatility Pricing Follow the Tenets of Prospect Theory? In: French Finance Association (AFFI) Conference. Paris.

Presentations in research seminars

GAJEWSKI, J.F., HEIMANN, M. and MEUNIER, L. (2019). Nudges in SRI: Too Much of a Good Thing? In: Atelier d'écriture Journal of Business Ethics. Lyon.

Practice-oriented contributions

MEUNIER, L. and RICHIT, S. (2024). Les nudges : un outil pour encourager les particuliers à investir en ISR. Option Finance, 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.

MEUNIER, L. and DESMOULINS-LEBEAULT, F. (2017). Les grands dirigeants et leur salaire : mythes et réalités. The Conversation, France.

MEUNIER, L. and DESMOULINS-LEBEAULT, F. (2017). Finance : pourquoi modéliser, si on ne peut prédire ? The Conversation, France.

MEUNIER, L. and DESMOULINS-LEBEAULT, F. (2017). Profil d'investisseur : à quand une finance comportementale ? The Conversation, France.

MEUNIER, L. and DESMOULINS-LEBEAULT, F. (2017). Risques en finance : une histoire de casino ? The Conversation, France.

MEUNIER, L., DESMOULINS-LEBEAULT, F. and GAJEWSKI , J.F. (2016). Neurofinance : qu'est-ce qui fait un bon trader ? The Conversation, France.

MEUNIER, L. and DESMOULINS-LEBEAULT, F. (2016). S'enrichir sur les marchés financiers : mythes et réalités. The Conversation, France.

MEUNIER, L., DESMOULINS-LEBEAULT, F. and GAJEWSKI , J.F. (2016). Débat sur la science économique et financière : la voie de la neurofinance. The Conversation, France.

MEUNIER, L. and DESMOULINS-LEBEAULT, F. (2016). Mercato estival : le fair-play financier est-il mort ? The Conversation, France.

RESEARCH ACTIVITIES

Editorial activities

Reviewing activities for scientific journals

Since 2023	Ad hoc Reviewer, Journal of Business Ethics
Since 2023	Ad-hoc reviewer, Academy of Management Learning and Education
Since 2023	Ad-hoc reviewer, Business Ethics, the Environment and Responsibility
Since 2023	Ad-hoc reviewer, Journal of Economic Issues
Since 2023	Ad-hoc reviewer, Journal of Behavioral and Experimental Finance
Since 2023	Ad-hoc reviewer, Computational Management Science
Since 2023	Ad-hoc reviewer, Humanities and Social Sciences Communications
Since 2023	Ad-hoc reviewer, Future Business Journal

Since 2016 Ad hoc Reviewer, Finance

Service to the academic discipline

Participation in a research consortium

2022 - 2026 Remotaudit, with Pierre Majorique Léger (HEC Montréal), Jean-François Gajewski (IAE Lyon 3), Agence Nationale de Recherche (ANR), France

Service to professional community

Activites in direct contact with business leaders or public decision-makers

2024 - 2024 Sustainable Finance Week, avec le FIR (Forum pour l'Investissement Responsable), Phitrust et Robeco, Institut IA for Sustainability, ESSCA School of Management, France

2023 - 2023 Responsible Finance Week, with FIR (Forum pour l'Investissement Responsable), Dorval Asset Management, Financière du Roy René F2R, ESSCA School of Management, France

Participation in professional events, roundtables

2022 - 2022 "SRI and the obstacles to its adoption" avec O. Tatarnikova, Semaine de la finance responsable, Forum pour l'Investissement Responsable (FIR), France

Service to the institution

Active participation in an event organised by the institution

2024 - 2024 Workshop Experiments in Corporate Finance and Accounting. With Jean-François Gajewski (University Jean Moulin Lyon 3, iaelyon, Magellan), Marco Heimann (University Jean Moulin Lyon 3, iaelyon, Magellan), ESSCA School of Management, France

2021 - 2021 La Neurofinance au service de l'Investissement Socialement Responsable, ESSCA School of Management, France