

## Naoufel MZOUGH

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### Fields

Behavioral & Experimental Economics, Environmental & Ecological Economics, Law & Economics.

### Keywords

Nudges; cognitive biases; (agri)environmental innovations; voluntary approaches (standards, ecolabels, etc.); emotions; identity; moral & social incentives; positional goods; (un)ethical behaviors; moral judgment; punishment menus; artificial intelligence & sustainability.

### Education

2012 Accreditation to supervise research (HDR): Université de Montpellier 1, France.

2005 PhD, Economics: Université de Bourgogne – CESAER, France.

2002 MS, Economics: Economic Analyses and Policies, Université de Bourgogne, France.

2001 BS, Economics: Economic Growth and Policy, Université de Sousse, Tunisia.

### Professional experience

2006- Research fellow, INRAE, ECODEVELOPPEMENT, Avignon, France.

April, 2009 Visiting scholar, Institute of Food and Resource Economics (FOI), Copenhagen, Denmark.

2005-2006 Assistant professor in economics, Université de Bourgogne, France.

Since 2003 Several Teachings at ENESAD, Université de Bourgogne and Avignon Université, France.

### Journal Publications

The timing of (green) incentives: Exploiting opportunity windows. *International Review of Environmental and Resource Economics*, forthcoming (with G. Grolleau & E. Prost).

The Advantages of Being Disadvantaged. *Kyklos*, 2024 (with A. Bohas & G. Grolleau). <https://doi.org/10.1111/kykl.12388>

Quiet environments and the intentional practice of silence: Towards a new perspective in the analysis of silence in organizations. *Industrial & Organizational Psychology*, 2024 (with A. Asselineau & G. Grolleau). <https://doi.org/10.1017/iop.2024.9>

Polluting for (higher) profits: Does an economic gain influence moral judgment of environmental wrongdoings? *Ecological Economics*, 2023, 213, 107963 (with G. Grolleau & L. Meunier).

Greening the greenwashers – How to push greenwashers towards more sustainable trajectories. *Journal of Cleaner Production*, 2023, 382, 135301 (with G. Grolleau & D. Glavas).

Fluency and the perceived ethicality of corporate social (ir)responsibility. *Psychology & Marketing*, 2023, 40, 5, 954-969 (with G. Grolleau & Scott Wright).

Eco-innovations and job satisfaction: A moderated mediation approach. *Journal of Innovation Economics & Management*, 2023, 42, 185-199 (with A. Falchi, G. Grolleau & S. Pekovic).

The effect of distance on the moral judgment of environmental wrongdoings. *Business Strategy & the Environment*, 2023, 4, 1504-1512 (with G. Grolleau & L. Ibanez).

Emotional Labour in the Analysis of Farm-Based Hospitality Projects. *Hospitality & Society*, 2023 (with G. Grolleau & Q. Talpur). [https://doi.org/10.1386/hosp\\_00066\\_1](https://doi.org/10.1386/hosp_00066_1)

Harnessing the power of words to address the COVID-19 crisis. *Administration & Society*, 2023, 55, 2, 294-307 (with K. Farrow & G. Grolleau).

Transforming scandals into entrepreneurial opportunities: The case of the hospitality industry. *Hospitality & Society*, 2023, [https://doi.org/10.1386/hosp\\_00059\\_1](https://doi.org/10.1386/hosp_00059_1) (with C. Assaf & G. Grolleau).

Does NGO origin influence moral judgment? A study of the attitudes of Algerian participants towards foreign NGOs. *Nonprofit & Voluntary Sector Quarterly*, 2023, 52, 2, 514-528 (with H. Dib-Slamani and G. Grolleau).

Does a company's origin matter in moral judgment? *Business Research Quarterly*, 2023, 26(2), 107-120 (with H. Dib-Slamani & G. Grolleau).

How research institutions can make the best of scandals, once they become unavoidable. *Prometheus. Critical Studies in Innovation*, 2022, 38, 3, 282-291 (with G. Grolleau).

Making change easy is not always good. *Review of Behavioral Economics*, 2022, 9(4), 315-331 (with G. Grolleau & D. Peterson).

Letting offenders choose their punishment? *Kyklos*, 2022, <https://doi.org/10.1111/kykl.12313> (with G. Grolleau & M. Mungan).

Seemingly irrelevant information? The impact of legal team size on third party perceptions. *International Review of Law & Economics*, 2022, 71, <https://doi.org/10.1016/j.irle.2022.106068> (with G. Grolleau & M. Mungan).

An empirical analysis of the relationship between innovation activities and job satisfaction among French firms. *Journal of Vocational Behavior*, 2022, 133, 103689 (with G. Grolleau & S. Pekovic).

Why companies might under-communicate their efforts for sustainable development and what can be done? *Business Strategy & the Environment*, 2022, 31(5), 1938-1946 (with A. Falchi & G. Grolleau).

The unexpected power of negative awards, *Kyklos*, 2022, 75(3), 385-393 (with J. Celse, B.S. Frey & G. Grolleau).

Changing the world with words? Euphemisms in climate change issues. *Ecological Economics*, 2022, 193, 107307 (with G. Grolleau, D. Peterson, & M. Tendero).

A good servant but a poor master: The side effects of numbers and metrics. *Administration & Society*, 2022, 54(5), 971-991 (with A. Asselineau & G. Grolleau).

Is theft considered less severe when the victim is a foreign company? *Strategic Change*, 2021, 30, 5, 501-504 (with H. Dib-Slamani & G. Grolleau).

'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*, 2021, 131, 254-267 (with K. Farrow & G. Grolleau).

'Robbing a robber is not robbing'. *Quarterly Review of Economics & Finance*, 2022, 85, 1-7 (with H. Dib-Slamani & G. Grolleau).

How relative concerns affect unethical behaviors. *Journal of Economic Issues*, 2021, 55, 4, 939-953 (with L. Barbara & G. Grolleau).

Does activating legacy concerns make farmers more likely to support conservation programs? *Journal of Environmental Economics & Policy*, 2021, 10, 115-129 (with G. Grolleau, C. Napoléone & C. Pellegrin).

Scandals: A 'reset button' to drive change? *Organizational Dynamics*, 2020, (with G. Grolleau & A. Marciano). <https://doi.org/10.1016/j.orgdyn.2020.100783>.

The strategic use of scandals. *Kyklos*, 2020, 73, 524-542 (with G. Grolleau & A. Marciano).

Is a 'bad individual' more condemnable than several 'bad individuals'? Examining the scope-severity paradox. *Review of Law & Economics*, 2020, (with G. Grolleau & L. Ibanez). <https://doi.org/10.1515/rle-2019-0017>.

Moral judgment of environmental harm caused by a single versus multiple wrongdoers: A survey experiment. *Ecological Economics*, 2020, article 106586 (with G. Grolleau & L. Ibanez).

When more is not better: Three common mistakes in health messaging interventions. *Journal of Health Politics, Policy & Law*, 2020, 45, 143-152 (with K. Farrow & G. Grolleau).

Does higher place difficulty predict increased attachment? The moderating role of identity. *Ecological Economics*, 2019, article 106399 (with L. Hinojosa, E. Lambin, W.G. Villegas & C. Napoléone).

Coopetition in innovation activities and firms' economic performance: An empirical analysis. *Creativity & Innovation Management*, 2019, 29, 85-98 (with S. Pekovic & G. Grolleau).

Attracting employees in developing countries through corporate social responsibility initiatives. *Strategic Change*, 2019, 28, 1-4 (with L. Barbara & G. Grolleau).

Does advertising the green benefits of products contribute to sustainable development goals? A quasi-experimental test of the dilution effect. *Business Strategy & the Environment*, 2019, 28, 786-793 (with G. Grolleau & A. Sutan).

Harnessing the power of identity to encourage farmers to protect the environment. *Environmental Science & Policy*, 2019, 93, 112-117 (with S. Lequin & G. Grolleau).

Less is more in energy conservation and efficiency messaging. *Energy Policy*, 2018, 122, 1-6 (with K. Farrow & G. Grolleau).

Social norm interventions as an underappreciated lever for behavior change in energy conservation. *Journal of Energy & Development*, 2018, 43, 235-249 (with K. Farrow, G. Grolleau & L. Ibanez).

Does the identifiable victim effect matter for plants? Results from a quasi-experimental survey of French farmers. *Ecological Economics*, 2018, 151, 106-113 (with C. Pellegrin, G. Grolleau & C. Napoléone).

What in the word! The scope for the effect of word choice on economic behavior. *Kyklos*, 2018, 71, 557-580 (with K. Farrow & G. Grolleau).

Environmental investments: Too much of a good thing? *International Journal of Production Economics*, 2018, 197, 297-302 (with S. Pekovic & G. Grolleau).

Constraints to farming in the Mediterranean Alps: Reconciling environmental and agricultural policies. *Land Use Policy*, 2018, 75, 726-733 (with L. Hinojosa, E. Lambin & C. Napoléone).

Positional concerns and framing effects in financial preferences. *Quarterly Review of Economics & Finance*, 2018, 68, 183-189 (with L. Barbara, G. Grolleau, A. Houfak Khoufak & Y. Meriane).

How status seeking may prevent Coasean bargaining. *Review of Law & Economics*, 2017, 14, 200160036 (with G. Grolleau & A. Marciano).

Behavioral insights for the analysis of green tips. *Ecological Economics*. 2017, 134, 258–262 (with G. Grolleau & E. Midler).

Do you prefer having more or more than others in the workplace? A quasi-experimental survey in Algeria. *Managerial & Decision Economics*, 2017, 38, 595–606 (with L. Barbara & G. Grolleau).

Place attachment as a factor of mountain farming permanence: A survey in the French Southern Alps. *Ecological Economics*, 2016, 130, 308–315 (with L. Hinojosa, E. Lambin & C. Napoléone).

The impact of monitoring and sanctions on cheating: Experimental evidence from Tunisia. *Managerial & Decision Economics*, 2016, 37, 461–473 (with I. Békir, S. El Harbi, G. Grolleau & A. Sutan).

Does future implementation increase public support of a soil conservation tax? *International Journal of Agricultural Resources, Governance & Ecology*, 2015, 11, 92–101 (with G. Grolleau).

Helping eco-labels to fulfil their promises. *Climate Policy* 2015, 16, 792–802 (with G. Grolleau, L. Ibanez & M. Teisl).

Les incitations monétaires dans la politique agro-environnementale : peut-on faire mieux avec moins ? *Revue d'Etudes en Agriculture & Environnement*, 2015, 96, 241–257 (avec G. Grolleau & S. Thoyer).

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Do organic farmers feel happier than conventional ones? An exploratory analysis. *Ecological Economics*, 2014, 103, 38–43.

L'écologisation, une voie pour reconditionner les modèles agricoles et dépasser leur simple évolution incrémentale. Introduction au Dossier « Écologisation des politiques publiques et des pratiques agricoles ». *Natures Sciences Sociétés*, 2013, 21, 161–165 (avec C. Napoléone).

Is there a relation between workplace atmosphere and innovation activities? An empirical analysis among French firms. *Economics of Innovation & New Technology*, 2013, 22, 566–580 (with G. Grolleau & S. Pekovic).

Is business performance related to the registration of quality and environmental-related standards? *Environmental & Resource Economics*, 2013, 54, 525–548 (with G. Grolleau & S. Pekovic).

Being the best or doing the right thing? An investigation of positional, prosocial and conformist preferences in provision of public goods. *Journal of Socio-Economics* (continued as *Journal of Behavioral & Experimental Economics*), 2012, 41, 705–711 (with G. Grolleau & L. Ibanez).

How can positional concerns prevent the adoption of socially desirable innovations? *Journal of Economic Issues*, 2012, 46, 799–808 (with S. Salhi, G. Grolleau & A. Sutan).

Do you believe that others are more positional than you? Results from an empirical survey on positional concerns in France. *Journal of Socio-Economics* (continued as *Journal of Behavioral & Experimental Economics*), 2012, 41, 48–54 (with G. Grolleau & S. Saïd).

Green not (only) for profit: An empirical examination of the effect of environmental-related standards on employees' recruitment. *Resource & Energy Economics*, 2012, 34, 74–92 (with G. Grolleau & S. Pekovic).

Farmers adoption of integrated crop protection and organic farming: Do moral and social concerns matter? *Ecological Economics*, 2011, 70, 1536–1545.

How to make promises without having to fulfill them? An application to the Food Stamp Program (SNAP) and rebate schemes. *Journal of Economic Issues*, 2010, 4, 1085–1094 (with D. Bougherara & G. Grolleau).

How cognitive biases can affect the performance of eco-labeling schemes? *Journal of Agricultural & Food Industrial Organization*, 2009, 7, article 10 (with A. Beretti & G. Grolleau).

Too much of a good thing? Why altruism can harm the environment? *Ecological Economics*, 2009, 68, 2145–2149 (with G. Grolleau & L. Ibanez).

The impact of envy-related behaviours on development. *Journal of Economic Issues*, 2009, 43, 795–803 (with G. Grolleau & A. Sutan).

Buy local, pollute less: What drives households to join a community supported farm? *Ecological Economics*, 2009, 68, 1488–1495 (with D. Bougherara & G. Grolleau).

The 'make or buy' decision in private environmental transactions. *European Journal of Law & Economics*, 2009, 27, 79–99 (with D. Bougherara & G. Grolleau).

Contracting for environmental property rights: The case of Vittel. *Economica*, 2008, 75, 412–434 (with C. Déprés & G. Grolleau).

Consommer plus ou consommer plus que les autres ? Une analyse empirique des biens de position. *Revue Economique*, 2008, 59, 701–718 (avec G. Grolleau & T. Lakhal).

Déterminants de la diffusion internationale de la norme ISO 14001. *Economie & Prévision*, 185, 123–138 (avec G. Grolleau & J. Lamri).

L'efficacité environnementale de la norme ISO 14001 : un concept aux dimensions multiples. Commentaire sur Thévenot, C., Riedinger, N. La norme ISO 14001 est-elle efficace ? Une étude économétrique sur l'industrie française. *Economie & Statistiques*, 2008, 411, 21–23 (avec G. Grolleau).

Les 'alliances vertes' entre les entreprises et les associations de protection de l'environnement : une réelle réconciliation ou une 'instrumentalisation' réciproque ? *Revue d'Economie Régionale & Urbaine*, 2008, 4 : 617–634 (avec G. Grolleau & L. Thiébaud).

Please do not pirate it, you will rob the poor! An experimental investigation of the effect of charitable donations on piracy. *Journal of Socio-Economics* (continued as *Journal of Behavioral & Experimental Economics*), 2008, 37, 2417–2426 (with G. Grolleau & A. Sutan).

An introduction to the economics of fake degrees. *Journal of Economic Issues*, 2008, 42, 673–693 (with G. Grolleau & T. Lakhal).

What drives agrifood firms to adopt ISO 14001 certification? *European Review of Agricultural Economics*, 2007, 34, 233–255 (with G. Grolleau & A. Thomas).

Industrialists hand in hand with environmentalists: How eco-labeling schemes can help firms to raise rivals' costs. *European Journal of Law & Economics*, 2007, 24, 215–236 (with G. Grolleau & L. Ibanez).

Is more information always better? An analysis applied to information-based policies for environmental protection. *International Journal of Sustainable Development*, 2007, 10, 197–213 (with D. Bougherara & G. Grolleau).

The characteristics of chemical firms registering for ISO 14001 or Responsible Care. *Economics Bulletin*, 2007, 12, 1–13 (with G. Grolleau & S. Pekovic).

La nouvelle économie des ressources (NER) : panacée ou boîte de Pandore ? *Cahiers Economiques de Bruxelles*, 2007, 50, 445–464 (avec G. Grolleau & C. Nouira).

How can transaction cost economics help regulators choose between environmental policy instruments? *Research in Law & Economics*, 2012, 25, 105–128 (with D. Bougherara & G. Grolleau).

L'élaboration des normes : un 'nouvel' espace de compétition ? Une application à la norme ISO 14001. *Revue d'Economie Industrielle*, 2005, 111, 1–28 (avec G. Grolleau).

Analyse exploratoire de quelques stratégies de fourniture 'non publique' de biens 'publics'. *Cahiers d'Economie & Sociologie Rurales*, 2005, 74, 27–45 (avec C. Déprés & G. Grolleau).

Overcomplying for profit. *Environmental Economics & Policy Studies*, 2005, 6, 267–269 (with G. Grolleau).

Les instruments volontaires : un nouveau mode de régulation de l'environnement ? *Revue Internationale de Droit Economique*, 2004, 4, 461–481 (repris dans *Problèmes politiques et sociaux*, 2011, 982, 76–77) (avec G. Grolleau & L. Thiébaud).

Public purchasing and eco-labelling schemes: Making the connection and reinforcing policy coherence. *Journal of Interdisciplinary Economics*, 2004, 15, 131–151 (with G. Grolleau & C. Nouira).

Does ethical activism lead to firm relocation? *Kyklos*, 2004, 3, 387–402 (with G. Grolleau & T. Lakhal).

### **Book chapters**

Raising rivals' costs. In Marciano, A., Ramello, G.B. (Eds.). *Encyclopedia of Law & Economics*, 2016 (reedited 2021), Springer: New York (with G. Grolleau).

### **Magazines/Press publications**

Primes, promotions ... Les « bonnes » incitations ne suffisent pas, c'est aussi une question de timing. *The Conversation*, 2024, 18 juin (avec G. Grolleau & E. Prost). <https://theconversation.com/primes-promotions-les-bonnes-incitations-ne-suffisent-pas-cest-aussi-une-question-de-timing-231722>

Pollution des entreprises : une question de morale. *Les Echos*, 2024, 4 janvier (avec G. Grolleau & L. Meunier). <https://www.lesechos.fr/idees-debats/cercle/opinion-pollution-des-entreprises-une-question-de-morale-2044396>

Le silence, un outil de performance managériale sous-estimé. *The Conversation*, 2023, 17 décembre (avec A. Asselineau & G. Grolleau). <https://theconversation.com/le-silence-un-outil-de-performance-manageriale-sous-estime-216105> [Republié dans *Les Echos Start* (19 décembre, 2023) sous le titre « Avis aux managers : le silence au travail est sous-coté, voici pourquoi » (<https://start.lesechos.fr/travailler-mieux/vie-entreprise/avis-aux-managers-le-silence-au-travail-est-sous-cote-voici-pourquoi-2042458>) et dans *MarketingNews* (29 janvier, 2024), sous le titre « El silencio, una herramienta de gestión infravalorada » (<https://www.marketingnews.es/marcas/opinion/1181569054305/silencio-herramienta-de-gestion-infravalorada.1.html>)]

Et si on pensait aux émotions de nos agriculteurs ? La face cachée des projets de diversification. *Pour l'Eco*, 2023, 22 novembre (avec G. Grolleau & Q. Talpur). <https://www.pourleco.com/environnement/et-si-pensait-aux-emotions-de-nos-agriculteurs-la-face-cachee-des-projets-de>

Et si les délinquants choisissaient eux-mêmes leurs punitions ? *The Conversation*, 2023, 23 octobre (avec G. Grolleau & M. C. Mungan). <https://theconversation.com/et-si-les-delinquants-choisissaient-eux-memes-leurs-punitions-215296>

Sobriété : « faciliter » les changements de comportements, une méthode aux effets pervers, *The Conversation*, 2023, 18 avril (avec G. Grolleau & D. Peterson). <https://theconversation.com/sobriete-faciliter-les-changements-de-comportements-une-methode-aux-effets-pervers-202227>

"Greenhushing" : quand les entreprises passent sous silence leurs efforts pour la planète. *Challenges*, 2022, 11 octobre (avec A. Falchi & G. Grolleau). [https://www.challenges.fr/green-economie/greenhushing-quand-les-entreprises-restent-silencieuses-sur-leurs-efforts-pour-la-planete\\_831086](https://www.challenges.fr/green-economie/greenhushing-quand-les-entreprises-restent-silencieuses-sur-leurs-efforts-pour-la-planete_831086) [Republié dans *FundsPeople* (3 juillet, 2023) sous le titre « Cuando las empresas silencian sus esfuerzos por el planeta » (<https://fundspeople.com/es/opinion/greenhushing-cuando-las-empresas-silencian-sus-esfuerzos-por-el-planeta/>)]

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Encouraging energy conservation: Is less more? *The Revelator*, 2019, January 25 (with K. Farrow & G. Grolleau). <https://therevelator.org/energy-conservation-messaging/>.

Il faut comprendre les émotions pour modifier le comportement. *Le Monde*, 2018, 21 décembre (avec K. Farrow & G. Grolleau). [https://www.lemonde.fr/idees/article/2018/12/21/il-faut-comprendre-les-emotions-pour-changer-les-comportements\\_5400715\\_3232.html](https://www.lemonde.fr/idees/article/2018/12/21/il-faut-comprendre-les-emotions-pour-changer-les-comportements_5400715_3232.html).

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### Other publications

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### Presentations

Can words save lives? Harnessing the power of words in addressing the Covid-19 crisis. *Webinaire international sur l'impact socio-économique du covid19 dans la zone méditerranée*, Université de Meknès, 09 juin, 2020.

L'attachement au lieu des éleveurs dans les alpes du sud : une étude exploratoire. *Journée de restitution du projet 'Regards'*, Avignon, 04 avril, 2017.

Et, comment fait-on en économie ? *Atelier « Enquêtes »*, Ecodéveloppement, Avignon, 06 février, 2017.

Place attachment as a factor of mountain farming permanence: A survey in the French Southern Alps. *Ecodéveloppement*, Avignon, September 05, 2016.

Economic analysis of voluntary standards in agriculture. *OECD Joint Working Party on Agriculture and Trade*, Paris, November 22, 2013.

The non-economic performance of organic farming (OF): An empirical investigation among a sample of French farmers. Workshop "Economic and Non-economic Concerns with regards to Farmers' Adoption of Organic Farming", Avignon, May 09, 2012.

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Do environmental-related standards contribute to successful recruitment? *ICQME*, Paris, August 27-28, 2009.

How cognitive biases can affect the performance of eco-labeling schemes? *Workshop 'Quality Promotion through Eco-labeling'*, Nancy, June 29-30, 2009.

Farmers adoption of integrated crop protection and organic farming: Do moral and social concerns matter? *Institute of Food and Resource Economics (FOI)*, Copenhagen, April 23, 2009.

Adoption de la protection intégrée et de l'agriculture biologique : rôle des incitations morales et sociales. *Séminaire Réseau PIC*, Paris, 31 mars, 2009.

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Too much of a good thing? Why altruism can harm the environment? Workshop '*What makes them work? Theoretical and empirical advances on implementation of ecocertification schemes*', Nancy, June 29, 2006.

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How can transaction cost economics help regulators choose between environmental policy instruments? *Workshop 'New Institutional Economics and Environmental Issues'*, Dijon, 8 décembre, 2005.

Déterminants de la diffusion internationale de la norme ISO 14001. *Colloque sur l'économie de l'environnement*, Alger, 1-2 octobre, 2005.

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Contractualiser sur les droits de propriété environnementaux : le cas de Vittel. *Colloque de l'ASRDLF*, Dijon, 5-7 septembre, 2005.

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### **Funded research**

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REGARDS: Résilience des prairies de régions marginales et support pour la gestion de la biodiversité. ERA-Net BiodivERsA, 2012-2015.

EPAB: Evolution des performances et formes d'organisations innovantes dans les transitions vers l'agriculture biologique. INRA, Agribio3, 2010-2013.

ECOSOL: Les services écosystémiques rendus par les sols: analyse des régimes incitatifs sous-jacents. MEEDDM, GESSOL 2, 2009-2012.

ECOLABELS: L'écolabellisation: un mode d'action efficace pour le développement durable? Programme fédérateur "Agriculture et Développement Durable", ANR, 2007-2010.

ANTIBOT: Protection biologique contre *Botrytis cinerea* en culture maraîchère sous abri. Région PACA, 2007.

Transaction costs and private provision of public goods, OECD, 2003.

### **Teaching**

2012 Standardization, MS Entrepreneurship, Université de Sousse, Tunisia.

2006- Environmental economics: environmental regulations, environmental-related standards, Ecolabeling schemes, behavioral economics applied to agri-environmental issues, MS 'Sustainable development in vegetables production' (SDPV), Avignon Université.

2005-2006 Statistics and Accountability, BS Economics (first class), Université de Bourgogne. Environmental economics, MS 'Rural areas and environment' (ERE), Université de Bourgogne.

2003-2005 Environmental economics and voluntary approaches for environmental management, MS 'Earth sciences and environment' (STE) and MS 'Life, earth and health' (VTS), Université de Bourgogne, MS 'Natural resources and environment' (RNE), Université de Nancy, and several classes from ENESAD.

### **Research supervision and participation to committees**

Member of the admission committees (alternate), Open competitions for research scientists, INRAE (2017-2020).

Member of PhD committee [Peguy Ndodjang, 2016, Impact of Information and Communication Technologies on workers' behaviors: An experimental Investigation, Université de Montpellier].

Member of a 'guidance' PhD committee on organic farming adoption in Laos [Lytoua Chialue, MOISA-CIRAD, 2015-2018].

Member of PhD committee [Antoine Beretti, 2012, Essays on behavioral economics applied to environmental stakes, Montpellier Supagro].

Member of an admission committee, Associate professor in Regional sciences, VetAgro Sup, Clermont-Ferrand, June 7-8, 2011.

Supervision of MS dissertation on non-economic benefits of organic farming [Laurence Deneuille, MS GQPV, Université d'Avignon, February-July, 2011].

Member of a 'guidance' PhD committee on behavioral economics and ecosystem services supplied by soil [Antoine Beretti, LAMETA, 2008-2011].

Co-supervision of several students and participation to committees at ENESAD and Université de Bourgogne (2002-2006).

### **Professional service**

Referee for Ecological Economics, Energy Economics, Journal of Cleaner Production, Business Strategy & the Environment, Review of Behavioral Economics, Review of Law & Economics, Agricultural Economics, Bulletin of Economic Research, Resource & Energy Economics, Industry & Innovation, Economics of Innovation & New Technology, Journal of Economic Behavior & Organization, International Journal of Sustainable Development, Journal of Behavioral Economics, Journal of Environmental Management, Journal of Agricultural & Food Industrial Organization, Revue d'Etudes en Agriculture & Environnement, Economie Rurale, Journal of Environment & Development, International Journal of Agricultural Resources, Governance & Ecology, Economie & Statistiques, Management International, Agriculture & Human Values, Corporate Social Responsibility & Environmental Management, International Journal of Consumer Studies, Journal of Happiness Studies, Journal of Socio-Economics, Revue d'Economie Politique, Scottish Journal of Political Economy.

Member of the scientific committee of the Department ACT (since 2016-2019).

Reviewer of research proposals for : GESSOL program, Conseil Régional Hauts-de-France, National Science Centre (Poland).

Coordinator of a Special Issue in the journal *Natures, Sciences, Sociétés* entitled « Écologisation des politiques publiques et des pratiques agricoles », 2013.

Seminar organizer, INRA Ecodéveloppement, 2010-2012.

Organizer of the workshop "Economic and Non-economic Concerns with regards to Farmers' Adoption of Organic Farming", May, 9, 2012, Ecodéveloppement, Avignon.

Member of organization committee of the conference 'Ecologization of agricultural policies and practices' (Ecologisation des politiques et des pratiques agricoles), Avignon, March 16-18, 2011.

Board Member for the program 'Soil management' (GESSOL), French ministry of ecology (2007-2012).

Member of the scientific committee of the 4th International Conference on Quality Standards, Environmental Standards and High Performance Workplace Practices, Paris, August 27-28, 2009.

Co-organizer of the workshop "New Institutional Economics and Environmental Issues", December, 8, 2005, INRA-ENESAD, Dijon.

Member of the steering committee of the African Society for Ecological Economics (ASEE).

### **Languages**

Arabic, French and English.