



Xavier GASSMANN (Dr.)

29, rue Sambin
BP 50608
21006 Dijon Cedex

✉ xavier.gassmann@bsb-education.com

ASSISTANT PROFESSOR
DEPARTMENT: MARKETING MANAGEMENT

DISCIPLINARY TEAM: MARKETING
RESEARCH AXIS: ORGANISATIONAL TRANSFORMATION, BEHAVIORS AND DECISIONS

EDUCATION AND DEGREES

- 2007 Bachelor of Fundamental Mathematics
- 2010 Master Ingénierie Mathématique Statistique Economique
- 2013 Doctorat en Sciences économiques , France

WORK EXPERIENCE

PROFESSIONAL EXPERIENCE

- 2018 - 2019 Post-Doc (Brest Business School)
- 2015 - 2017 Post-Doc (Grenoble Ecole de Management)
- 2019 - ... Permanent professor (BSB (Burgundy School of Business), Dijon, France)
- 2018 Visiting lecturer (Burgundy School of Business)

TEACHING

DISCIPLINARY TEAM

- Marketing

TEACHING LEVELS

- L and M Level

TEACHING LANGUAGES

- English
- French

SCIENTIFIC ACTIVITIES

RESEARCH FOCUS

- Organisational Transformation, Behaviors and Decisions

RESEARCH INTERESTS

- Economy (Économie comportementale)

RESEARCH ACTIVITIES

International, National or Regional Research Projects

- 2022 - 2026 Membre de l'équipe BSB ANR Be-Aware
- 2017 - 2019 Behavioral Economist

OTHER

- 2022 - 2024 Membre et évaluateur BSB's ethics committee

INTELLECTUAL CONTRIBUTIONS

Articles in peer refereed journals

Meissner, T., Gassmann, X., Faure, C., Schleich, J., Individual characteristics associated with risk and time preferences: A multi country representative survey. *Journal of Risk and Uncertainty*, 2023, 66,(1): 77-107. **CNRS 2, FNEGE 2, HCERES A**

Schleich, J., Gassmann, X., Meissner, T., Faure, C., Making the factors underlying the implicit discount rate tangible. *Energy Policy*, 2023. **CNRS 2, FNEGE 2, HCERES A (published on line)**

Gassmann, X., Malezieux, A., Spiegelman, E., Tisserand, J-C., Preferences after pan(dem)ics: Time and risk in the shadow of COVID-19. *Judgment and Decision Making*, 2022, 17,(4): 745-767. **FNEGE 3**

Schleich, J., Gassmann, X., Faure, C., Meissner, T., A large-scale test of the effects of time discounting, risk aversion, loss aversion and present bias on household adoption of energy efficient technologies. *Energy Economics*, 2019, 80: 377-393. **CNRS 2, HCERES A**

Schleich, J., Faure, C., Gassmann, X., Household internal and external electricity contract switching in EU countries. *Applied Economics*, 2018, 51,(1): 103-116. **CNRS 2, HCERES A**

Bougherara, D., Gassmann, X., Piet, L., Reynaud, A., A structural estimation of French farmers' risk and ambiguity preferences : an artefactual field experiment. *European Review of Agricultural Economics*, 2017, 44,(5): 782-808. **CNRS 2, HCERES A**

Olsthoorn, M., Schleich, J., Gassmann, X., Faure, C., Free riding and rebates for residential energy efficiency upgrades : A multi-country contingent valuation experiment. *Energy Economics*, 2017, 68: 33-44. **CNRS 2, HCERES-ECO A, HCERES-GESTION A**

Schleich, J., Gassmann, X., Faure, C., Meissner, T., Making the implicit explicit-A look inside the implicit discount rate. *Energy Policy*, 2016, 97: 321-331. **CNRS 2, HCERES-ECO A, HCERES-GESTION A**

Papers in Academic Conferences

Gassmann, X., Preferences After Pan(dem)ics: Time and risk in the shadow of Covid-19 . *12th International Conference of the French Association of Experimental Economics (ASFEE 2022)*, June 30th-July 1st 2022, Lyon, France.

Gassmann, X., Preferences After Pan(dem)ics: Time and risk in the shadow of Covid-19 . *38èmes Journées de Microéconomie Appliquée*, June 2nd-3rd 2022, Rennes, France.

Gassmann, X., Preferences After Pan(dem)ics: Time and risk in the shadow of Covid-19. *2022 ESA Bologna*, August 31st-September 3rd 2022, Bologna, Italy.

Gassmann, X., Prudence and risk aversion: A large-scale empirical study. *Workshop on Actions, Contributions and Games*, October 14th-16th 2021, Dijon, France.

Gassmann, X., Individual characteristics associated with risk preferences, time preferences, present bias and loss aversion - A multi-country representative survey. *ESA European Meeting*, September 4th-7th 2019, Dijon, France.

Birau, M., Faure, C., Schleich, J., Gassmann, X., What are you willing to pay for ugly produce ? A contingent valuation model to estimate price premiums and discounts for misshapen produce. *AMA Marketing and Public Policy Conference*, June 7th-9th 2018, Columbus, Ohio, United States.

Gassmann, X., Meunier, L., Schleich, J., Faure, C., Meissner, T., Prudence and risk aversion : A large-scale empirical study. *35ème édition des Journées de Microéconomie appliquée*, June 7th-8th 2018, Bordeaux, France.

Gassmann, X., Faure, C., Schleich, J., Meissner, T., Determinant of risk and time preferences - A multi-countries experiment. *8th International Conference of the French Association of Experimental Economics*, June 8th-9th 2017, Rennes, France.

Invited keynote speeches

Sutan, A., Gassmann, X., Max, S., Lentz, F., Experiments on boards composition: is gender the only problem?. *EconomiX Workshop - Social behaviour and discrimination*, October 20th 2022, Nanterre, France.

Press tribunes

Tisserand, J-C., Malezieux, A., Spiegelman, E., Gassmann, X., La Covid-19 a bouleversé notre rapport au risque. *The Conversation*, March 7th 2021, theconversation.com

Research seminars

Sutan, A., Max, S., Lentz, F., Gassmann, X., Zenou, E., Experiments on boards composition, *French Experimentals TalkS (FETS) (online)*, March 23rd 2021, France.