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**PROFESSEUR ASSISTANT**  
**DÉPARTEMENT : MARKETING**

**ÉQUIPE DISCIPLINAIRE : MARKETING (MKG)**  
**AXE DE RECHERCHE : DÉCISIONS ET COMPORTEMENTS**

## FORMATION ET DIPLÔMES

- 2007 Bachelor of Fundamental Mathematics Université Bordeaux 1, Bordeaux, France
- 2010 Master Ingénierie Mathématique Statistique Economique Université Bordeaux 4, Bordeaux, France
- 2013 Doctorat en Sciences économiques Université Rennes I, Rennes, France, France

## EXPÉRIENCE PROFESSIONNELLE

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- 2018 - 2019 Post-Doc (Brest Business School)
- 2015 - 2017 Post-Doc (Grenoble Ecole de Management)
- 2018 Chargé de cours (Burgundy School of Business)

## ENSEIGNEMENTS

### ÉQUIPE DISCIPLINAIRE

- Marketing (MKG)

## ACTIVITÉS SCIENTIFIQUES

### AXE DE RECHERCHE

- Décisions et Comportements

## ACTIVITÉS DE RECHERCHE

### Projets de recherche internationaux, nationaux ou régionaux

- 2017 - 2019      Expert expérimentaliste

## CONTRIBUTIONS INTELLECTUELLES

### Articles dans des revues à comité de lecture

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, vol. 80, p. 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, vol. 51, n°1, p. 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, vol. 44, n°5, p. 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, vol. 68, p. 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, vol. 97, p. 321-331. **CNRS 2, HCERES-ECO A, HCERES-GESTION A**

### Conférences académiques

Gassmann, X., Individual characteristics associated with risk preferences, time preferences, present bias and loss aversion - A multi-country representative survey. *ESA European Meeting*, 4-7 septembre 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*, 7-9 juin 2018, Columbus, Ohio, Etats-Unis.

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*, 7-8 juin 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*, 8-9 juin 2017, Rennes, France.

### Tribunes de presse

Tisserand, J-C., Malezieux, A., Spiegelman, E., Gassmann, X., La Covid-19 a bouleversé notre rapport au risque. *The Conversation*, 7 mars 2021, [theconversation.com](https://theconversation.com)

### Séminaires de recherche

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