



Marco HEIMANN

Maître de conférences

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FIELDS OF EXPERTISE:

**Socially responsible investment,
Investor psychology,
Behavioral finance**

Biography / Resume

I'm a German expat living in France. After reading Daniel Kahneman, I wanted to do a master's thesis on the psychological aspects of finance. In retrospective I have to say that since then Jean-François Bonnefon has had the biggest influence on my scholarly development. He not only supervised my Masters, and my Ph.D. on socially responsible investments, but also introduced me to Sébastien Pouget and Etienne Mullet.

Today I hold PhDs in Finance and Psychology and have focused my research on how psychological variables influence peoples' financial decisions. I have been teaching a lot of statistics, and finance classes at IAE Toulouse and now at IAE Lyon where I'm currently associate professor of finance. I also favor quantitative methods and in particular experiments. I'm a member of the UNPRI academic network and the FDIR chair. I have published in top-tier journals and have received research grants from the FIR-PRI Finance & Sustainability, the French ANR and the Novéla prize. My Ph.D. Dissertation entitled Experimental Studies on Moral Values in Finance has received the Prix de thèse MSHS-T and the Prix Garrigou.

POSITIONS

- Senior lecturer (iaelyon School of Management - University Jean Moulin) since fall 2014

EDUCATION AND ACADEMIC QUALIFICATIONS :

- Doctorate in Business Sciences (Toulouse)
- Doctorate in Cognitive Science (Toulouse)

FIELDS OF TEACHING

- Corporate Finance
- Responsible asset management
- Corporate social responsibility

RESEARCH TOPICS

- Business ethics
- Behavioral finance

CENTERS OF INTEREST/RESEARCH

- Socially responsible investment
- Investor psychology
- Behavioral finance

ACADEMIC AFFILIATIONS

- Iaelyon Magellan
- UNPRI academic network: member

SCIENTIFIC COMMITTEE

- Plos One, reviewer
- Journal of business ethics, reviewer
- Corporate Governance: An International Review, reviewer
- Journal of Sustainable Finance and Investments, reviewer

DBA AND PHD SUPERVISION

Ongoing thesis

- Currently 6 DBA thesis
- Co-supervision of Prince Teye's PhD thesis

Completed thesis

- 4 completed supervised DBA thesis with FNEGE
- 3 completed supervised DBA thesis with BSI

FOREIGN LANGUAGES

- English, German, French (all fluent)

PROFESSIONAL ASSIGNMENTS

- na

FOREIGN PROFESSIONAL INVITATIONS

- Na

DISTINCTIONS

- Best PhD Thesis - Forum pour l'Investissement Responsable (FIR) et Principles for Responsible Investments (PRI) - 2014
- Best PhD Thesis - Maison des Sciences de l'Homme et de la Société de Toulouse – 2014
- Best PhD Thesis - Prix Garrigou - Académie de Législation – 2014
- Bourse FIR-PRI de la Recherche Européenne 6ème édition Finance et Développement durable - Forum pour l'Investissement Responsable (FIR) et Principles for Responsible Investments (PRI) – 2011

- Programme Choix social, équité, coopération - Maison des sciences de l'homme – 2011
- Finaliste de Doc'innov - University of Toulouse - 2010

PROFESSIONAL COLLABORATIONS WITH FIRMS, INSTITUTIONS, ORGANIZATIONS AND ASSOCIATIONS

- Multiple collaborations with asset managers and banks (eg. Amundi, GAM, LCL)

IMPORTANT ACHIEVEMENTS DURING CAREER

- 2 PhDs

ACADEMIC PUBLICATIONS

Publications in peer-reviewed journals

<u>TITLE</u>	YEAR	CNRS 2019	FNEGE 2022	HCERES 2020	Impact factor (2year 2021)
Enhancing Auditors' Professional Skepticism through Nudges: An Eye-Tracking Experiment, P Teye, JF Gajewski, M Heimann, PMJ Leger, Accounting and Business Research accepted	2024	3	3	B	1.7
More than morals: a simulation that supports sustainable management education - K Lobre-Lebraty, M Heimann, Management Decision	2024	4	4	B	4.6
Nudges for responsible finance? A survey of interventions targeted at financial decision making - JF Gajewski, M Heimann, L Meunier, S Ohadi, Corporate Social Responsibility and Environmental Management, 1-17	2023	-	3	B	9.8
Managerial Preferences in Financial Distress: The Role of Cognitive Load and Social Value Orientation in Restructuring Decisions - F Balume, JF Gajewski, M Heimann, Review of Accounting and Finance	2023	3	3	B	2.22
Nudges in SRI: The Power of the Default Option, JF Gajewski, M Heimann, L Meunier Journal of Business Ethics, 1-20	2022	2	1	A	7.83
Companies' strategic approach to carbon tax: Consequences for global performance, M Heimann, K Lobre-Lebraty Management Avenir 124 (4), 151-169	2021	4	3	B	-
Nudging to Improve Financial Auditors' Behavior: Preliminary Results of an Experimental Study, JF Gajewski, M Heimann, PM Léger, P Teye NeuroIS Retreat, 191-197	2020	-	-	-	-
Intégrer la responsabilité sociétale dans les enseignements de spécialité des masters de Finance: la nécessité d'un équilibre, M Heimann, K Lobre-Lebraty, Management & Sciences Sociales, 63-75	2018	-	4	C	-
When does CSR motivate investors? A simulation study, M Heimann, K Lobre-Lebraty, Management Sciences	2018	4	3	B	-

Value similarity and overall performance: Trust in responsible investment, JF Bonnefon, M Heimann, K Lobre-Lebraty, <i>Society and Business Review</i> 12 (2)	2017	-	4	C	-
Peoples' views about the acceptability of executive bonuses and compensation policies, M Heimann, É Mullet, JF Bonnefon, <i>Journal of Business Ethics</i> 127 (3), 661-671	2015	2	1	A	7.83
Legitimacy of executive compensation plans: a preliminary study of French laypersons' acceptability, JF Bonnefon, M Heimann, E Mullet <i>Psicologica</i> 35, 543-558	2014				0.762
Experimental Studies on Moral Values in Finance: Windfall Gains, Socially Responsible Investment, and Compensation Plans, M Heimann <i>Toulouse</i> 1	2013	-	-	-	-
Can mutualistic morality predict how individuals deal with benefits they did not deserve? J, F Bonnefon, V Girotto, M Heimann, P Legrenzi <i>Behavioral and Brain Sciences</i> 36 (1), 83-83	2013	-	-	-	12.579
La recommandation des fonds ISR, M Heimann, S Pouget, <i>Revue française de gestion</i> , 149-162	2013	3	2	A	-
Decision Makers Use Norms, Not Cost-Benefit Analysis, When Choosing to Conceal or Reveal Unfair Rewards, M Heimann, V Girotto, P Legrenzi, JF Bonnefon <i>PLoS ONE</i> 8 (9), e73223	2013	-	-	-	3.24
The experimental approach to trust in socially responsible investment funds, M Heimann, S Pouget, É Mullet, JF Bonnefon <i>Finance and sustainability: Towards a new paradigm? A post-crisis agenda</i>	2011	-	-	-	-

Summary

	1	2	3	4
CNRS 2019	0	2	3	3
FNEGE 2022	2	1	5	3
	A	B	C	D
HCERS 2019	3	6	2	0

PROFESSIONAL PUBLICATIONS

- I gave several interviews in regional newspapers and published with theconversation.com

WEB SITE AND SOCIAL MEDIA

Linkedin : <https://www.linkedin.com/in/marcoheimann/>