



# PROGRAM

## Experiments in Corporate Finance and Accounting

The workshop will be held in Aix-en-Provence, on August 29th 2024.  
ESSCA Le Praesidium Bat. A, 350 Av. du Club Hippique, 13090 Aix-en-Provence

### 8h30 - WELCOME

**9h - An experimental study of the impact of comic strips on the understanding of financial reports and decision-making: definition of a research protocol**  
Presenter: **Prisca NOUTAI** (Université de Lorraine)  
Discussant : **Claire BASSIN** (iaelyon School of Management, Magellan Research Center, University Jean Moulin Lyon 3)

**9h40 - Why does remote audit might lead to reduced audit quality ? The impact of soft information**  
Presenter: **Jean-François GAJEWSKI** (iaelyon School of Management, Magellan Research Center, University Jean Moulin Lyon 3)  
Discussant: **Yves RANNOU** (ESC Clermont Business School)

### 10h20 - COFFEE BREAK

**10h40 - An Experiential Approach to Teaching and Learning of Trading Psychology**  
Presenter: **Dr Jia CAO** (Department of Accounting and Finance, South Wales Business School, University of South Wales)  
Discussant: **Gilles GROLLEAU** (ESSCA School of Management)

**11h20 - The invisible gorilla : more dangerous digitally than on paper ?**  
Presenter: **Luc MEUNIER** (ESSCA School of Management)  
Discussant: **Dejan GLAVAS** (ESSCA School of Management)

### 12h00 - LUNCH

**13h30 - KEYNOTE: Pierre-Majorique LEGER** (HEC Montréal)

**14h30 - Does the Sequencing of Financial Returns Matter in Portfolio Management?**  
Presenter: **Philippe DUPUY** (Grenoble Ecole de Management)  
Discussant: **Aymen TURKI** (ESC Clermont Business School)

**15h10 - Cognitive Biases Understood from the Eyes: which Impact on Professional Skepticism?**  
Presenter: **Prince TEYE** (iaelyon School of Management, Magellan Research Center, University Jean Moulin Lyon 3)  
Discussant: **Mercede ERFANIAN** (ESSCA School of Management)

### 15h50 - COFFEE BREAK

**16h10 - Investors' emotional responses to financial fundamentals and textual narratives: Evidence from a psychophysiological experiment**  
Presenter: **Li LI** (Montpellier Business School)  
Discussant: **Florent MAGNANI** (iaelyon School of Management, Magellan Research Center, University Jean Moulin Lyon 3)

**16h50 - Work-Life Balance in the Auditing Profession**  
Presenter: **Marco HEIMANN** (iaelyon School of Management, Magellan Research Center, University Jean Moulin Lyon 3)  
Discussant: **Jérémy CELSE** (ESSCA School of Management)

### 17h30 - END



# REGISTRATION\*

## Experiments in Corporate Finance and Accounting

Aix-en-Provence, August the 29th 2024

### PARTICIPANT

Last name: \_\_\_\_\_

First name: \_\_\_\_\_

Position: \_\_\_\_\_

Institution: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_ @ \_\_\_\_\_

Will come to the conference:  Yes  No

Will participate to the lunch:  Yes  No

**Please send your registration before August 21<sup>st</sup> 2024**

**by email to the following contact:**

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#### Organization

Co-organizers:

**Jean-François Gajewski** (iaelyon School of Management, Magellan Research Center)

**Luc Meunier** (ESSCA School of Management)

#### CONTACT

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\* There is no registration fee. No entrance will be allowed without any registration.