CV

Skills & Interests

Expertise
Consumer Behavior, Food Waste, Sustainable Consumer

Qualification
Scholarly Academic

Academic Degrees
Ph.D. Université Savoie Mont-Blanc, IAE, France, 2017.
Master Orléans University, 2008.

Work Experience
Professor Assistant, SKEMA Business School (August, 2019 - Present), Lille, France.
Assistant Professor, ESDES, UCLy (2017 - 2019), Lyon, France.
Research Associate, Grenoble Ecole de Management (2016 - 2017), Grenoble, France.
Marketing Executive, SC MEDY SRL (2008 - 2009), Cluj-Napoca, Romania.

Intellectual contributions

Articles in Journals
Conference Presentations


BIRAU, M., Faure, C., Gassmann, X., & Schleich, J. (2018). What are you willing to pay for ugly produce? A contingent valuation model to estimate price premiums and discounts for misshapen produce. MPPC (Marketing and Public Policy Conference), Columbus, United States of America.


BIRAU, M. & Faure, C. (2016). Trust yourself not to waste: a self-confidence mechanism to explain the backlash effects of descriptive norms with application on food waste. MPPC (Marketing and Public Policy Conference), San Luis Obispo, California.


Other Research

2018: BIRAU, M., France Inter ("Food waste", Ideas for tomorrow, June. [Basic or Discovery Scholarship]
2018: BIRAU, M., RCF ("Ugly products and food waste", Economics explained, January 2018). [Basic or Discovery Scholarship]
2017: BIRAU, M., France Info (live discussion on food waste, October 2017). [Basic or Discovery Scholarship]
2016: BIRAU, M., France Inter (Planète environnement, November 2016). [Basic or Discovery Scholarship]
2016: BIRAU, M., France bleu (Interview on food waste, October 2016). [Basic or Discovery Scholarship]
2016: BIRAU, M., RCF Grenoble ("Understand food waste", Sixth sense, September 2016). [Basic or Discovery Scholarship]

Professional Service

Reviewer: Conference Paper

2019: AMA Public Policy and Marketing Conference (International).

2019: Marketing and Public Policy Conference (International).

Reviewer: Reviewer for a Journal
2020: Appetite (International). Journal review
Initial submission and Round 2