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. (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