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Workshop PsyCHIC

(PSYchology, Consumer Heterogeneity, Information and Communication)

December 8-9, 2016

Hosted by the Maison des Sciences de l'Homme Paris-Nord, Saint-Denis

Preliminary Agenda

Thursday, December 8th

08:45-09:10. **Breakfast**

09:15-09:50. **CSR Communications : Whether, What and How**

Sofia Lopez (SKEMA Business School)

Craig Smith (INSEAD)

09:50-10:00. **Discussion**

10:00-10:35. **The Greenwashing Machine**

Julien Vauday (Université Paris 13)

Rémi Bazillier (Université Paris 1)

10:35-10:45. **Discussion**

10:45-11:15. **Coffee Break**

11:15-11:50. **Competitive Pricing and Quality Disclosure to Cursed Consumers**

Alessandro Ispano (Université de Cergy-Pontoise)

Peter Schwardmann (University of Munich)

11:50-12:00. **Discussion**

12:00-12:20. **General Discussion**

12:20-13:45. **Lunch**

13:45-14:45. **Plenary Talk 1**

Complex Disclosure

Daniel Martin (Northwestern University)

14:45-15:15. **Discussion**

15:15-15:45. **Coffee Break**

15:45-16:20. **Social Representation**

Andreea Ernst-Vintila (Université Paris 10)

16:20-16:30. **Discussion**

16:30-17:05. **Inventory Management with Carryover in a Laboratory Setting:
Going Beyond the Newsvendor Paradigm**

Beatrice Boulu-Reshef (Université Paris 1)

Charles A. Holt (University of Virginia)

17:05-17:15. **Discussion**

17:15-17:50. **On Probabilistic Expectations and Rounding in Surveys**

Fabian Gouret (Université de Cergy-Pontoise)

17:50-18:00. **Discussion**

18:00-18:20. **General Discussion**

18:20-19:00. **Cocktail**

20:00. **Restaurant "Les Editeurs"**

Friday, December 9th

08:45-09:00. **Breakfast**

09:00-10:00. **Plenary Talk 2**

**Modeling New-Product Sales in a Test Market: An Individual-level
Analysis**

Albert Bemmaor (ESSEC Business School)

10:00-10:30. **Discussion**

10:30-10:50. **Coffee Break**

10:50-11:25. **Prospect Theory: Where Is the Reference Point?**

Serge Blondel (Université d'Angers)

11:25-11:35. **Discussion**

11:35-12:10. **Demand Estimation with Unobserved Choice Set Heterogeneity**

Gregory Crawford (University of Zürich)

Rachel Griffith (University of Manchester)

Alessandro Iaria (CREST-INSEE)

12:10-12:20. **Discussion**

12:20-12:40. **General Discussion**

General information

- ✓ **Contact:** orgpsychic@gmail.com
- ✓ **Organizers:** Fabian Gouret (U. Cergy) and Julien Vauday (U. Paris 13)
- ✓ **Maison des Sciences de l'Homme address :**
4 rue de la Croix de Faron
93210 Saint-Denis la Plaine
- ✓ **The workshop will take place in the room "amphitheatre", first floor.**
- ✓ **How to reach it? Subway line 12 (green line), Front populaire station.**