



Marco Heimann

Full Professor

marco.heimann@univ-lyon3.fr

iaelyon School of Management

Université Jean Moulin

1C avenue des Frères Lumière ■ CS 78242 ■

69372 Lyon cedex 08

FIELD(S) OF EXPERTISE :

Socially responsible investment, Investor psychology, Behavioral finance

Biography

I'm a German expat living in France. I grew up in rural Bavaria until my family moved to Coumetorte when I was 18. I decided to follow them and to finish my last two years at the Deutsche Schule Toulouse.

After receiving my Abitur I was fed up with school and wanted to work and travel the world. So I became a receptionist, sold guided tours to tourists in Paris, worked as a barman, and... traveled the world.

After two years I felt that the intellectual part of my life was missing and thought that Studying Psychology at Toulouse University would be a good idea. Because during the first three years there aren't too many classes I had enough time to become interested in financial markets (Becoming interested meant at the time that I opened a brokerage account and stared at my positions for hours).

After reading Daniel Kahneman I wanted to do a masters thesis on 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' economic decisions. Since I have been teaching a lot of statistics at IAE Toulouse I also have a tendency to favor quantitative methods.

I'm a member of the UNPRI academic network and the FDIR chair. I have published in top-tier journals and have been awarded the FIR-PRI Finance & Sustainability research grant, and the Novéla prize. My Ph.D. Dissertation *Experimental Studies on Moral Values in Finance* has received the Prix de thèse MSHS-T and the Prix Garrigou.

FUNCTIONS

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

EDUCATION

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

TEACHING

Corporate Finance
Responsible asset management
Corporate social responsibility

RESEARCH INTERESTS

Business ethics
Behavioral finance
Risk

RESEARCH CENTER OR RESEARCH TEAM

iaelyon Magellan

ACADEMIC ASSOCIATIONS :

- Chaire FDIR: member
- UNPRI academic network: member
- European neuroeconomic association: scientific committee, organization of events

PEER REVIEW JOURNALS/EDITORIAL COMMITTEES

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

LANGUAGES

- German
- French
- English

RESEARCH STAY ABROAD

- Bendheim center for finance, Princeton, NJ – 2013

AWARDS

- 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

ACADEMIC PUBLICATIONS AND COMMUNICATIONS

Publications in peer-reviewed journals

- Bonnefon, J.-F., Giroto, V., Heimann, M., & Legrenzi, P. (2013). Can mutualistic morality predict how individuals deal with benefits they did not deserve? *Behavioral and Brain Sciences*, 36(01), 83–83.
- Bonnefon, J.-F., Heimann, M., & Lobre-Lebraty, K. (2017). Value similarity and overall performance: Trust in responsible investment. *Society and Business Review*, 12(2), forthcoming.
- Heimann, M., Giroto, V., Legrenzi, P., & Bonnefon, J.-F. (2013). Decision makers use norms, not cost-benefit analysis, when choosing to conceal or reveal unfair rewards. *PLoS ONE*, 8(9), e73223.
- Heimann, M., Mullet, E., & Bonnefon, J.-F. (2014a). Legitimacy of executive compensation plans: A preliminary study of french laypersons' acceptability. *Psicologica*, (35), 543-558.
- Heimann, M., Mullet, E., & Bonnefon, J.-F. (2014b). People's views about the acceptability of remuneration policies and executive bonuses. *Journal of Business Ethics*, 1(11), 661-671.
- Heimann, M., & Pouget, S. (2013). La recommandation des fonds isr. une étude empirique sur les conseillers

Books' chapters

- Heimann, M., Pouget, S., Mullet, E., & Bonnefon, J.-F. (2011). The experimental approach to trust in socially responsible investment funds (Vol. 2). Emerald Group Publishing Limited....

Articles published in conference proceedings

- Heimann, M. (2011). Similarity in values and the perceived trustworthiness of investment funds. Oikos PRI Young Scholars Academy.

Presentations in conferences

2016 - 65th Annual Meeting of the French Economic Association, Nancy International Conferences (France)

2016 - Etats Généraux de Management, Toulouse (France)

2015 - 8th. Annual Academic Conference on Responsible Investment, London (UK)

2014 - 7th. Annual Academic Conference on Responsible Investment, Toronto (Canada)

2013 - 6th. Annual Academic Conference on Responsible Investment, Paris (France)

2013 - Information Integration Theory and Functional Measurement – Fourth International Conference, Coimbra (Portugal)

2012 - International Conference on Thinking, London (UK)

2011 - 4th. Annual Academic Conference on Responsible Investment, Sigtuna (Sweden)

2011 - 3rd. oikos PRI Young Scholars Finance Academy 2011, Gais (Switzerland)

2009 - Annual Congress of the French Society of Psychology, Toulouse (France)

PRODUCTION AIMED AT SOCIO-ECONOMIC WORLD

Articles published in professional journals

- <https://theconversation.com/profiles/marco-heimann-271821/activities>
- Chroniques de l'ISR : n°5

Significant intervention in the media

- I gave several interview in regional newspapers.

WEBSITE AND SOCIAL NETWORKS

Personal Website: <https://sites.google.com/site/marcoheimannpro/>

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