

Mahsa JAVAHERI-BRETHOMME

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Education

- 2004-2009** **Ph.D.** In Economics. Université d'Angers and National Institute of Horticulture, France.
- *Dissertation: "Experimental analysis of the decision making processes under risk and uncertainty: application to food safety and innovative food products"*.
 - This thesis analyses and compares the consumer choice paradoxes with two categories of food products: familiar and non-familiar goods. We observe a phenomenon similar to classical preference reversals with unfamiliar goods but this phenomenon is less important in the case of ordinary familiar goods. In the other hand, the gap between willingness to pay and willingness to accept is observed significantly for less familiar products. These results are based on two choice experiments with different food products.
 - *Advisor:* Prof. Serge BLONDEL.
 - *Funding:* Pays-de-la-Loire regional council fellowship
- 2002** **Master's degree (D.E.A.)** in « **Microeconomics and applied econometrics** », Paris I University, Panthéon-Sorbonne, France
- Modules included: microeconomics, economics of risk and uncertainty, household economics, experimental economics, game theory, labour economics and econometrics.
 - *Thesis topic* : « **The preference reversal phenomenon and the food safety**»
 - *Advisor:* Prof. Louis LEVY-GARBOUA.
- 2001** **B.A. (Maîtrise)** in « **Economic politics and analysis** », Paris XII University, Val de Marne, France.

Employment

- 2008-2009** **Postdoctoral Researcher.** Groupe ESC Dijon-Bourgogne. France.
- My postdoctoral research focused on the following topics:
- Experimental study of the consumer behavior for foodstuffs that carry a message of belief (health, pleasure, tradition).
 - The evaluation of medical and health claims of food products.
- 2006-2008** **ATER (Junior Professor and Researcher).** Angers University. France.
- Courses Taught: Statistics, quantitative methods in social sciences, microeconomics and

game theory.

2004-2006 Allocataire (doctoral fellowship for research). National institute of Horticulture, Angers, France.

Research

Research interests:

Behavioral economics, Experimental economics, Microeconomics, consumer behaviour and willingness to pay for food attributes.

Publication and works in progress:

- **“Evaluating Organic Farming: an Experimental Study of the Consumer”**, with Serge Blondel. *Acta Horticulturae*. 2004, 655 : 245-252.
- **« Anomalies et paradoxes lors de choix alimentaires : et si les carottes n'étaient pas orange ? »**, with S. Blondel and C. Daniel. *Revue Française d'Economie*. Submitted
- **« Consumers' Acceptance of new fresh food products: The case of carrots with various colors”**, with Serge Blondel, Emmanuel Geoffriau and Ronan Symoneaux. *Food Quality and Preference*, submitted.
- **« Prices and choices: are the two decisions consistent? »**, *working paper* With Serge Blondel. 2005

Conferences:

- 11^{ème} Journées d'Economie Expérimentale- **May 2008-**, Dijon, France (oral presentation)
- Conference of the French Economic Association on Behavioral Economics and Experiments. Lyon, France - **May 2007-** (oral presentation)
- Second Ph.D. Presentation Meeting - London - January 2007 - (poster presentation)
- Second European Conference on Sensory Consumer Science of Food and Beverages. The Hague, the Netherlands – **September 2006** – (oral presentation)
- IAREP/SABE Congress. Theme: “Behavioral Economics and Economic Psychology” Paris, France - **July 2006** – (co-author)
- FUR XII (12th International Conference on the Foundations and Applications of Utility, Risk and Decision Theory) Rome, Italy - **June 2006** - (co-author)
- EAAE (IXth Congress of European Association of Agricultural Economists). Copenhagen, Denmark – **August 2005** – (poster presentation)
- 7^{ème} Journées d'Economie Expérimentale (7th Experimental economics conference). Rennes, France - **June 2005** – (oral presentation)
- Augustin Cournot Doctoral Days. Strasbourg, France - **April 2005** – (oral presentation)
- XIVth International Symposium on Horticultural Economics and Management (ISHI) Berlin, Germany – **September 2004** – (attended)
- FURXI (11th International Conference on the Foundations and Applications of Utility, Risk and Decision Theory) - Paris, France - **July 2004** – (attended)

Languages

Mother tongue : Persian

Fluent in French and English

Basic knowledge of Russian

Research Skills:

Programming Languages: C, C++, VBA, HTML

Statistics: Using STATA, SAS and S-PLUS

Organization of choice experiments: March 2005, December 2005 and February 2008