

Béatrice Roussillon

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Date of birth: February, 22nd of 1981
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Nationality: French

CURRENT POSITION

Teaching fellow at the University of Lyon.

RESEARCH INTERESTS

Environmental Economics: labelling programs, disclosure and self-selection model.
International Trade: North-South trade, WTO.
Experimental Economics: signals and Bayesian revisions.

FORMATION

2004/... **PhD in Economics**– University of Lyon, **GATE-CNRS** (Lyon, France).

Supervisor: René Sandretto, Defense expected September 2009.

Title: Three essays on Environmental Labelling.

I have been studying environmental labelling, and firms' incentives to voluntary certify their products. I first investigate the relationship between environmental labelling program and self-selection models. I show that the way information is conveyed matters in respect of labelling programs efficiency. I prove that programs, which disclose continuous information such as report card (ISO Type III environmental declaration), can lead to a self-selection issue, whereas those which give dichotomous information (labelled or not labelled, ISO Type I environmental declaration) allow the monopoly perfectly discriminating among consumers. My second paper, joint with J. Maxwell and R. Harbaugh, focuses on the relationship between standard uncertainty and voluntary certification. Consumers are rarely sure of the exact standard that a quality certificate or a label represents. We show how the resulting need to jointly estimate product quality and standard difficulty undermines the ability of voluntary certification to reduce information asymmetries. My last research, joint with J. Rosaz and F. Poinas, is dedicated to test the hypothesis of my theoretical papers, and more precisely the ones on consumers' behaviours. We design an experiment in order to study the impact of an imperfect signal on consumers' beliefs.

2007 **European Summer School**, "Firms, organizations and sustainable development", RIODD (Montpellier, France).

2005 and 2007 **Visiting Student at the Kelley School of Business**, Business Economics and Public Policy Department, Indiana University (Bloomington, USA), visiting John W. Maxwell, (6 months).

Doctoral courses: Market Behavior, Industrial Organization I and II, Public Regulation, International Environmental policy.

- 2003-2004 **M.A in Money, Finance and International Trade** - University of Lyon, in partnership with the EMLyon Business School (Lyon, France). Magna cum laude
- 2002-2003 **M.A. in Business administration and corporate Finance**, University of Lyon (Lyon, France).
- 1999- 2002 **B.A. in Business administration and Corporate Finance**, University of Lyon, (Lyon, France) 1^{er} and 3rd year
- Panamericana University, (Aguascalientes, Mexico) 2nd year, Magna cum laude.

PAST POSITIONS

- 2007-2009 Teaching fellow (ATER), IAE, University of Lyon. (96 hours/per year)
- 2004-2007 Research and Teaching assistant (Allocataire de recherche).

FUNDING

- 2004-2007 PhD scholarship, MENESR, French Ministry of Research.
- 2001 Eurodoc Award, Rhône-Alpes regional council, (mobility grant for the USA)
- 2005 Eurodoc Award, Rhône-Alpes regional council. (mobility grant for Mexico)
- 2007 Award for the European Summer School, RIODD.

PUBLICATIONS

B. Roussillon “*Self-selection model and labelling programs*” ENVIRONMENTAL ECONOMICS, POLICY AND INTERNATIONAL RELATIONS: YOUNG RESEARCHERS PERSPECTIVES, Petr Šauer (editor), Praha 2008, 294 pp.

R. Harbaugh, J. W. Maxwell and B. Roussillon, 2008, “Uncertain Standards”, working paper, Indiana University, Kelley School of Business, Department of Business Economics and Public Policy.

B. Roussillon, “Les écolabels sont-ils un frein au développement des exportations des PVD ? ” under revision in *Revue Economique*

WORKS IN PROGRESS

“Updating beliefs with imperfect signals: experimental evidence”, with F. Poinas, J.Rosaz.

“Introducing a green product in a monopoly’s product line: create a new product or certify an existing one?”

PRESENTATIONS IN CONFERENCES

Uncertain Standards

EAERE, “17th Annual Conference of the European Association of Environmental and Resource Economists”, Amsterdam, paper accepted and will be presented in June 2009.

INRA-SFER-CIRAD, “2nd conference in research in social sciences”, 2008, Lille

AFSE, Meeting of the French economics association, the Sorbonne, 2008, Paris.

IDEP, “Conference in Public Economics” University of Mediterranean, 2008, Marseille.

ASFE - Thematic Meeting, “Frontiers in Environmental Economics and Natural Resources Management” Meeting of the French economics association at TSE, 2008, Toulouse.

“The institutional foundation of industry self-regulation conference”, Harvard Business School, 2007, Boston, presented by J.W. Maxwell.

IIOC, International Industrial organization conference, 2007, Cevena, presented by Rick Harbaugh.

Les écolabels sont-ils un frein au développement des exportations des PVD ?

“Economic, Social and Environmental consequences of the liberalization of Trade in North Africa and the Middle East.”2007, Rabat, Morocco.

RIODD, “Globalization and Sustainable Development: the role of Organizations”, RIODD 2007, Montpellier.

Self-selection model and labelling programs

EAERE, “17th Annual Conference of the European Association of Environmental and Resource Economists”, Amsterdam, paper accepted and will be presented in June 2009.

ENVIRONMENTAL ECONOMICS, POLICY AND INTERNATIONAL RELATIONS: YOUNG RESEARCHERS PERSPECTIVE, 2008, Praha.

“Updating beliefs with imperfect signals: experimental evidence”, with F. Poinas, J.Rosaz.

ESA, Economics Science Association, Washington, USA. *Paper accepted and will be presented in Jun 2009.*

TEACHING EXPERIENCE

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|---------------------|--|
| 2009 | International Finance , University of Lyon, M.A.in International Management.
<i>Teaching: several world financial crises such as the Brazilian's one or more recently the subprime crisis. Introduction to the balance of payments and to the stock exchange mechanisms.</i> |
| 2008 | Macroeconomics III , University of Lyon, 2 nd year B.A. in Business administration and Corporate Finance.
<i>Teaching: the basic macroeconomics theories, like the ISLM model, the theory of the efficiency wages, etc.</i> |
| 2007 and 2008 | International Environment of Business , University of Lyon, M.A. in International Management.
<i>Teaching: firms' international strategies, international competitive advantage, OLI paradigm, role of the main international institutions (WTO, IFM).</i> |
| 2006, 2007 and 2008 | International Trade , University of Lyon, 3 rd year B.A. in Business administration and Corporate Finance.
<i>Presentation of the new and the traditional trade theories. From Ricardo to Stiglitz.</i> |
| 2006 | Microeconomics III , University of Lyon, 3 rd year B.A. in Econometrics.
<i>Introduction to risk: Expected Utility, certainty equivalence, insurance.</i> |
| 2006 | Game Theory , University of Lyon, 3 rd year B.A. in Econometrics.
<i>Introduction to Game theory: dominant strategy, Nash Equilibrium, mini max strategy.</i> |
| 2005 and 2006 | Political Economics , 3 rd year B.Sc. in Public Transportation, ENTPE.
<i>The purpose of the class was to teach political economics to engineers. The students needed to have an economic perspective of their future works in Public Transportation.</i> |

COLLECTIVE RESPONSIBILITIES

Committee member at the entrance examination for the University of Lyon Business and Management School.

Student representative at the doctoral school “ECOGEST” University of Lyon.

REFERENCES

RESEARCH

Assistant Prof. Lashen Abdelmalki

GATE CNRS - University of Lyon

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Mustapha Jallab Sadni

Economist at the WTO

msadnijallab@gmail.com

Prof. Marie Claire Villeval

Director of researches at GATE CNRS,

villeval@gate.cnrs.fr

Prof. John Maxwell

Professor of Global Environment of Business
at the Ivey School of Business.

Academic Director, Lawrence National
Centre for Policy and Management.

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Prof. René Sandretto

GATE CNRS - University of Lyon

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TEACHING

Assistant Prof. Catherine Mercier Suissa

Assistant Professor at University of Lyon

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Assistant Prof Jérôme Trotignon

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