



Romain CADARIO

Ph.D., Management Sciences

Assistant Professor, Marketing

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EDUCATION

- 2014** Ph.D., Management Sciences, University of Paris Dauphine, France
- 2011** M.S., Marketing and Strategy, University of Paris Dauphine, France
- 2009** B.S., Economics and Management, Ecole Normale Supérieure de Cachan, France

RESEARCH INTERESTS

Choice architecture & nudge, Consumer behavior, Food choices, Healthy interventions, Meta-analysis & experimental designs

EMPLOYMENT EXPERIENCE

ACADEMIC:

- 2015 - Present** Assistant Professor of Marketing, IÉSEG School of Management, France
- 2014 - 2015** Post-Doctoral Fellow, ESSEC Business School, Cergy Pontoise, France
- 2010 - 2014** Teaching Assistant, University of Paris Dauphine

COURSES TAUGHT

- Advanced data analysis, Grande ecole
- Introduction to marketing, Grande ecole
- Market research, Grande ecole
- Nudge marketing, Grande ecole

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Rousselet E., Brial B., Cadario R., Béji-Bécheur A., (2018), Moral intensity, issue characteristics and ethical issue recognition in sales situations, *Journal of Business Ethics*, Online First 22 October, pp. 1-17

Cadario R., (2016), The impact of health claims and food deprivation levels on health risk perceptions of fast-food restaurants , *Social Science & Medicine*, 149, pp. 130-134

Cadario R., Parguel B., Benoit-Moreau F., (2016), Is bigger always better? The unit effect in carbon emissions, *International Journal of Research in Marketing*, 33(1), pp. 204-207

Cadario R., (2015), The impact of online word-of-mouth on television show viewership: An inverted U-shaped temporal dynamic, *Marketing Letters*, 26(4), pp. 411-422

Cadario R., Parguel B., (2014), Reconsidérer la discrétisation des variables quantitatives : vers une nouvelle analyse de modération dans la recherche expérimentale, *Recherche et Applications en Marketing*, 29(4), pp. 120-140

Forthcoming

Cadario R., Chandon P., (2018), Which Healthy Eating Nudges Work Best? A Meta-Analysis of Field Experiments, *Marketing Science*

Communications in refereed conferences

International

Cadario R., Chandon P., (2018), *Which Healthy Eating Nudges Work Best? A Meta-Analysis of Field Experiments* BFDG 2018 Annual Conference, Lyon, France

Cadario R., Chandon P., (2017), *Which Healthy Eating Nudges Work Best? A Meta-Analysis of Behavioral Interventions in Field Experiments* Society for Judgment and Decision Making: Annual Conference, Vancouver, Canada

Cadario R., Holmqvist J., (2016), *The interplay of online consumer ratings and service interactions* La Londe Conference in Service Management, La Londe les Maures, France

Cadario R., Johnson G., Grier S., (2015), *The politics of target marketing* ACR Conference, New Orleans, USA

Cadario R., Parguel B., Benoit-Moreau F., (2015), *Is bigger always better? The unit effect in green advertising* AMA MPPC Conference, Washington DC, USA

Cadario R., Parguel B., Benoit-Moreau F., (2015), *Is bigger always better? The unit effect in green advertising* ANZMAC Conference, Sydney, Australia

Cadario R., Parguel B., Benoit-Moreau F., (2015), *Is bigger always better? The unit effect in green advertising* EMAC Conference, Leuven, Belgium

Bourjot J., De Kerviler G., Cadario R., (2013), *Call me brand loyal: the role of market metacognition on market-related labeling effectiveness* EMAC Conference, Istanbul, Turkey

Cadario R., (2013), *The impact of online word-of-mouth on television show viewership: An inverted U-shaped temporal dynamic* INFORMS Marketing Science Conference, Istanbul, Turkey

Cadario R., Le Nagard E., Desmet P., (2012), *Do network externalities really matter in consumer behavior? Experimental framework for measuring willingness to pay for network size* EMAC Conference, Lisboa, Portugal

Books

Published

Cadario R., Butori R., Parguel B., (2017), *Méthode expérimentale: analyses de modérateur et médiation*, 280731337X, De Boeck Université, Brussels, 224 pages