

# CV of Aurélien Baillon

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emlyon business school  
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*E-Mail Address* baillon@em-lyon.com

*Nationality* French

## CURRENT POSITIONS

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*Since 09/2022* Professor Level 1 at **emlyon** business school  
department of Quantitative finance and economics and BRiO research  
group.

*Since 09/2022* Member of GATE-LAB  
Groupement d'Analyse et de Théorie Economique Lyon Saint-Etienne,  
CNRS UMR 5824.

## PAST POSITIONS

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*09/2019-08/2022* Full professor of economics of uncertainty  
Erasmus School of Economics - Erasmus University Rotterdam.

*04/2011-08/2022* Research Fellow of the Tinbergen Institute.

*01/2014-08/2022* Member of ERIM (Erasmus Research Institute in Management),  
Marketing programme.

*04/2020-03/2022* Deputy director of the Applied Economics department  
& Head of the Behavioral Economics section  
Erasmus School of Economics - Erasmus University Rotterdam.

*09/2021-08/2022* Academic director of the master specialization Behavioural Economics  
(master Economics and Business)

*04/2019-08/2022* Member of the Research Advisory Council, Erasmus School of  
Economics.

*04/2015-03/2020* Member of the Young Erasmus Academy, chair from 04/2018 to  
03/2020

*10/2014-08/2019* Endowed professor of economics of uncertainty  
Erasmus School of Economics - Erasmus University Rotterdam.

*03/2014-06/2015* Erasmus School of Economics Doctoral Director

*10/2010-09/2014* Associate professor  
Erasmus School of Economics - Erasmus University Rotterdam.

*10/2007-09/2010* Assistant professor  
Erasmus School of Economics – Erasmus University Rotterdam.

## EDUCATION

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09/2004-09/2007	PhD Arts et Métiers ParisTech, France. Supervisors: Prof. Abdellaoui – Prof. Wakker "Disentangling beliefs and attitudes towards uncertainty in individual decision making"
2003-2004	Research Master in Economic Theory and Econometrics, University of Toulouse 1, France. With honors
07/2003	French teaching accreditation in Economics, Management and Information Systems.
2000-2004	Graduate education in Economics and Management at Ecole Normale Supérieure de Cachan, France
1998-2000	Undergraduate studies in Economics and Management at Université Lyon II, France

## GRANTS AND AWARDS

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2021	Management Science Meritorious Service Award for Associate Editors <a href="https://doi.org/10.1287/mnsc.2021.4162">https://doi.org/10.1287/mnsc.2021.4162</a>
2020	Management Science Distinguished Service Award for Associate Editors <a href="https://doi.org/10.1287/mnsc.2020.3767">https://doi.org/10.1287/mnsc.2020.3767</a>
2019-2021	Ranked 11 <sup>th</sup> (in 2019 and 2020) and 14 <sup>th</sup> (in 2021) in <i>Economist</i> 40 (top 40 best publishing economists in the Netherlands)
2017	Management Science Distinguished Service Award for Reviewers <a href="https://doi.org/10.1287/mnsc.2017.2909">https://doi.org/10.1287/mnsc.2017.2909</a>
01/2016-12/2020	European Research Council - Starting grant (€1,500,000)
09/2014-08/2019	Vidi Grant (€800,000) from the Netherlands Organization for Scientific Research (NWO)
2013	Erasmus School of Economics Top Lecturer (€10,000)
2012	ERIM Award for Outstanding Performance by a Young Researcher (€2,500) Erasmus School of Economics Top Talent Researcher (€6,250)
01/2011-12/2013	Veni Grant (€250,000) from the Netherlands Organization for Scientific Research (NWO)
2010	Erasmus School of Economics Top Talent Researcher (€10,000)

## PUBLISHED PAPERS

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Baillon, A., Bleichrodt, H., & Granic, G.D. (2022) "Incentives in surveys", *Journal of Economic Psychology*, 93, 102552.

Baillon, A., O'Donnell, O., Quimbo, S., & van Wilgenburg, K. (2022) "Do time preferences explain

low health insurance take-up?," **Journal of Risk and Insurance**, 89:4, 951-983.

Baillon, Aurélien, Yoram Halevy, & Chen Li (2022) "Randomize at your own Risk: on the Observability of Ambiguity Aversion." **Econometrica**, 90:3, 1085-1107.

Baillon, Aurélien, Joseph Capuno, Owen O'Donnell, Carlos Antonio Tan Jr., & Kim van Wilgenburg (2022) "Persistent effects of temporary incentives: Evidence from a nationwide health insurance experiment," **Journal of Health Economics**, 81, 102580.

Van Der Zee, Sophie, Ronald Poppe, Alice Havrileck, & Aurélien Baillon (2022) "A personal model of trumpery : Linguistic deception detection in a real-world high-stakes setting." **Psychological Science**, 33:1, 3-17.

Baillon, Aurélien, Yoram Halevy, & Chen Li (2022) "Experimental Elicitation of Ambiguity Attitude using the Random Incentive System." **Experimental Economics**, 25, 1002-1023.

Baillon, Aurélien, Aleli Kraft, Owen O'Donnell, & Kim van Wilgenburg (2022) "A behavioral decomposition of willingness to pay for health insurance." **Journal of Risk and Uncertainty**, 64:1, 43-87.

Baillon, Aurélien, Han Bleichrodt, Aysil Emirmahmutoglu, Johannes Jaspersen, & Richard Peter (2022) "When Risk Perception Gets in the Way: Probability Weighting and Underprevention," **Operations Research**, 70:3, 1371-1392.

Baillon, Aurélien, Han Bleichrodt, Chen Li, & Peter P. Wakker (2021) "Belief Hedges: Applying Ambiguity Measurements to All Events and All Ambiguity Models." **Journal of Economic Theory**, 198, 105353

Baillon, Aurélien & Olivier l'Haridon (2021) "Discrete Arrow-Pratt indexes for risk and uncertainty," **Economic Theory**, 72, 1375-1393.

Johnson, Cathleen, Aurélien Baillon, Han Bleichrodt, Zhihua Li, Dennie van Dolder, & Peter P. Wakker (2021) "Prince: An Improved Method For Measuring Incentivized Preferences," **Journal of Risk and Uncertainty**, 62, pp. 1-28.

Baillon, Aurélien & Yan Xu (2021) "Simple bets to elicit private signals," **Theoretical Economics**, 16, pp.777-797.

Baillon, Aurélien, Han Bleichrodt, & Vitalie Spinu (2020) "Searching for the reference point," **Management Science**, 66:1, pp.93-112.

Baillon Aurélien, Jeroen de Bruin, Aysil Emirmahmutoglu, Evelien van de Veer, Bram van Dijk (2019) "Informing, simulating experience, or both: A field experiment on phishing risks," **PLOS ONE** 14:12, e0224216.

Baillon, Aurélien & Laetitia Placido (2019) "Testing constant absolute and relative ambiguity aversion," **Journal of Economic Theory**, 181, pp.309-332.

Baillon, Aurélien, Zhenxing Huang, Asli Selim, & Peter P. Wakker (2018) "Measuring Ambiguity Attitudes for All (Natural) Events," **Econometrica**, 86:5, pp.1839-1858.

Baillon, Aurélien, & Aysil Emirmahmutoglu (2018). "Zooming in on ambiguity attitudes," **International Economic Review**, 59:4, pp.2107-2131.

Baillon, Aurélien, Han Bleichrodt, Umut Keskin, Olivier l'Haridon, & Chen Li (2018) "The effect of learning on ambiguity attitudes," **Management Science**, 64:5, pp. 2181-2198.

Baillon, Aurélien, Harris Schlesinger, & Gijs van de Kuilen (2018). "Measuring higher order ambiguity preferences," **Experimental Economics**, 21:2, pp. 233-256.

Baillon, Aurélien, Han Bleichrodt, Zhenxing Huang, & Rogier Potter van Loon (2017). "Measuring ambiguity attitude: (extended) multiplier preferences for the American and the Dutch population," **Journal of Risk and Uncertainty**, 54:3, pp. 269-281.

Baillon, Aurélien (2017) "Prudence with respect to ambiguity," **The Economic Journal**, 127:604, pp. 1731-1755.

Baillon, Aurélien (2017). "Bayesian markets to elicit private information," **Proceedings of the National Academy of Sciences**, 114:30, pp. 7958-7962.

Baillon, Aurélien, Ning Liu, & Dennie van Dolder (2017) "Comparing uncertainty aversion towards different sources," **Theory and Decision**, 83:1, pp. 1-18.

Baillon, Aurélien, Han Bleichrodt, Ning Liu, & Peter. P. Wakker (2016) "Group Decision Rules and Group Rationality under Risk," **Journal of Risk and Uncertainty**, 52:2, pp. 99-116.

Baillon, Aurélien, Philipp Koellinger, & Theresa Treffers (2016) "Sadder but wiser: the effects of affective states on ambiguity attitudes," **Journal of Economic Psychology**, 53, pp. 67-82.

Baillon, Aurélien & Olivier l'Haridon (2016) « Les modèles d'ambiguïté : modèles et évaluations expérimentales » **Actualité Economique**, 92 :1-2.

Baillon, Aurélien, and Han Bleichrodt (2015), "Testing Ambiguity Models through the Measurement of Probabilities for Gains and Losses," **American Economic Journal: Microeconomics**, 7:2, pp. 77-100.

Baillon, Aurélien, Han Bleichrodt, and Alessandra Cillo (2015), "A Tailor-Made Test of Intransitive Choice," **Operations Research**, 68:1, pp. 198-211.

Baillon, Aurélien, Asli Selim, & Dennie van Dolder (2013), "On the social nature of eyes: The effect of social cues in interaction and individual choice tasks," **Evolution and Human Behavior**, vol. 34:2, pp. 146-154.

Baillon, Aurélien, Bram Driesen, and Peter P. Wakker (2012), "Relative Concave Utility for Risk and Ambiguity," **Games and Economic Behavior**, vol. 75:2, pp. 481-489.

Baillon, Aurélien, Laure Cabantous, and Peter P. Wakker (2012), "Aggregating Imprecise or Conflicting Beliefs: An Experimental Investigation using Modern Ambiguity Theories," **Journal of Risk and Uncertainty**, vol. 44, pp. 115-147.

Baillon, Aurélien, Laetitia Placido, and Olivier L'Haridon (2011) "Ambiguity Models and the Machina Paradoxes," **American Economic Review**, vol. 101:4, pp. 1547-1560.

Abdellaoui, Mohammed, Aurélien Baillon, Laetitia Placido, and Peter P. Wakker (2011), "The Rich Domain of Uncertainty: Source Functions and Their Experimental Implementation," **American Economic Review**, vol. 101:2, pp. 699-727.

Baillon, Aurélien (2008), "Eliciting Subjective Probabilities through Exchangeable Events: an Advantage and a Limitation," **Decision Analysis**, vol. 5:2, pp. 76-87.

## SEMINARS AND LECTURES

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06/2022	Berlin Behavioral Economics Seminar, Germany
06/2022	Seminar at LMU, Munich, Germany
05/2022	Seminar, University of Lorraine, Nancy, France
04/2022	Seminar, University of Alicante, Spain
11/2021	Seminar, Maastricht University.
09/2021	Seminar, National University of Singapore

04/2021 Seminar, Institute of Economics Zagreb  
 12/2020 Seminar, BRiQ and University of Bonn  
 10/2020 Seminar, University of Alabama  
 10/2020 Seminar, Pompeu Fabra University  
 07/2020 Invited speaker, Workshop on Incentives in Machine Learning,  
 International Conference on Machine Learning, ICML 2020  
 03/2020 Seminar, University of Melbourne  
 02/2020 Seminar, University of New South Wales  
 02/2020 Experimental economics seminar, University of Sydney  
 08/2019 Invited speaker, Workshop on Fintech and Machine Learning, National  
 University of Singapore  
 07/2019 Seminar Goethe University in Frankfurt  
 06/2019 Cognitive sciences seminar, Ecole Normale Supérieure, Paris  
 02/2019 Seminar, University of Technology Sydney  
 02/2019 Seminar, Queensland University of Technology  
 02/2019 Seminar, Australian National University  
 11/2018 Experimental Economics Seminar, Paris School of Economics  
 04/2018 Marketing seminar, MIT  
 04/2018 Econometric seminar, Boston College  
 03/2018 Economic seminar, Copenhagen Business School  
 03/2018 Research seminar, University of Southern Denmark  
 02/2018 EQM research seminar, IÉSEG, Lille  
 09/2017 Plenary speaker, ICare conference, Perm  
 11/2016 EIPE seminar, Philosophy Department, Erasmus University  
 06/2016 Plenary round table, FUR conference in Warwick  
 04/2016 Economic seminar, Shanghai University of Finance and Economics  
 04/2016 Marketing seminar, Chinese University of Hong Kong  
 04/2016 Economic seminar, National University of Singapore  
 11/2016 Cedex seminar, University of Nottingham  
 07/2015 Risk and microeconomics seminar, University of Munich  
 06/2015 Seminar, Radboud Universiteit Nijmegen  
 04/2015 Experimental economics seminar, Tilburg University  
 02/2015 Seminar, Birkbeck, University of London  
 10/2014 Seminar Theory and Experiments, Bocconi University  
 05/2014 Seminar, Alfred Weber Institute, University of Heidelberg  
 06/2013 Lecture at the AES workshop (Spanish Health Economic Association)  
 03/2013 Behavioral and experimental economics seminar, Toulouse School of  
 Economics  
 03/2013 Seminar, University of Rennes 1  
 01/2013 Seminar Roy, Paris School of Economics  
 07/2012 Seminar at Ecorys, Rotterdam  
 10/2010 Economic Psychology seminar, Paris School of Economics  
 04/2010 Advanced Seminar HEC-Lausanne  
 12/2007 EBDM seminar, University of Westminster

## PRESENTATIONS IN CONFERENCES AND WORKSHOPS

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06/2022 ADA conference in Arlington, USA  
 06/2022 BSE workshop, Barcelona, Spain  
 10/2021 INFORMS Annual meeting (online)  
 08/2020 Econometric Society World Congress (online)  
 06/2020 D-TEA conference (online)  
 07/2019 PROGIC conference in Frankfurt, Germany  
 06/2019 ADA conference at Bocconi, Italy  
 06/2019 D-TEA conference in Paris, France  
 02/2019 AETW workshop in Sydney, Australia  
 04/2018 Workshop on Advances in Decision Theory at Virginia Tech, USA  
 07/2017 Bayesian Crowd workshop in Rotterdam, NL

06/2017	ADA conference in Austin, USA
05/2017	D-TEA conference in Paris, France
07/2016	SABE conference, Wageningen, NL
08/2015	Econometric Society World Congress in Montreal, Canada
06/2015	RUD conference at Bocconi University, Italy
05/2015	D-TEA conference at HEC Paris, France
03/2015	Workshop Decision Making under Uncertainty and Beyond, Paris, France
08/2014	TIBER Symposium in Tilburg, NL
07/2014	FUR conference in Rotterdam, NL
06/2014	M-BEES in Maastricht, NL
01/2014	Workshop on risk, uncertainty, and ambiguity at the Dead Sea, Israel
07/2013	WEAI annual meeting in Seattle, USA
04/2013	IMEBE in Madrid, Spain
07/2012	FUR XV conference in Atlanta, USA
04/2012	Workshop "Formation and Elicitation of Beliefs in Experiments" in Berlin Germany
01/2012	Decision and Prediction workshop at Ein Bokek, Israel
11/2011	Workshop "Role of beliefs in Decision Theory" in Paris, France
08/2011	TIBER Symposium in Tilburg, NL
07/2011	Economic Science Association World Meeting in Chicago, USA
06/2011	M-BEES in Maastricht, NL
06/2011	RUD conference in Torino, Italy
10/2010	CEAR workshop on Risk Perception, in Atlanta, USA.
07/2010	Economic Science Association World Meeting in Copenhagen, Denmark.
04/2010	IMEBE in Bilbao, Spain
04/2010	Decision & Uncertainty workshop in Paris, France.
11/2009	ESE Behavioral Economics Conference, in Rotterdam, NL
10/2009	INFORMS annual meeting in San Diego, USA
06/2009	M-BEES in Maastricht, NL
05/2009	European Economic Review Talented Economists Clinic in Florence
10/2008	INFORMS annual meeting in Washington, USA
07/2008	International Congress of Psychology in Berlin, Germany
06/2008	FUR XIII conference in Barcelona, Spain
08/2007	SPUDM conference in Warsaw, Poland
05/2007	RiskAttitude workshop in Montpellier, France
05/2007	Conference on Experimental Economics (AFSE) in Lyon, France
04/2007	Decision & Uncertainty workshop in Rotterdam, NL
11/2006	INFORMS annual meeting in Pittsburgh, USA
06/2006	FUR XII conference in Roma, Italy

## **SUPERVISION OF PHD STUDENTS**

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<i>Saeed Badri</i>	Supervision with Ines Lindner and Bernd Heidergott
<i>David Gonzalez Jimenez</i>	Supervision with Chen Li.
<i>Francesco Capozza</i>	Supervision with Jan Stoop and Georg Granic.
<i>Cem Peker</i>	Supervision with Han Bleichrodt.
<i>Benjamin Tereick</i>	Supervision with Drazen Prelec. PhD defended in February 2021.
<i>Yan Xu</i>	Supervision with Drazen Prelec. PhD defended in October 2020.
<i>Aysil Emirmahmutoglu</i>	Supervision with Jan Stoop. PhD defended in February 2020.

<i>Paul van Bruggen</i>	Supervision with Han Bleichrodt PhD defended in September 2019.
<i>Kim van Wilgenburg</i>	Supervision with Owen O'Donnell. PhD defended in April 2018.
<i>Ilke Aydogan</i>	Supervision with Han Bleichrodt. PhD defended in December 2017
<i>Ning Liu</i>	Supervision with Han Bleichrodt. PhD defended in February 2017
<i>Chen Li</i>	Supervision with Peter P. Wakker and Han Bleichrodt. PhD defended in December 2014.
<i>Asli Selim</i>	Daily supervision. (Supervisors: Peter P. Wakker and Han Bleichrodt) PhD defended in June 2014.

### **TEACHING**

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<i>2021-2022</i>	Seminar (12 ECTS) for Bachelor students specializing in Econometrics or Quantitative Finance.
<i>2021-2022</i>	Economics of Negotiations (4 ECTS course in the Master Economics and Business)
<i>2021-2022</i>	Coordinator of the Bachelor Honours Research Class (15 ECTS extracurricular program for the 10% students of the Erasmus School of Economics)
<i>2007-2022</i>	Supervision of Bachelor and Master theses at the Erasmus School of Economics
<i>2012-2020</i>	Seminar Applied Behavioral Economics (12ECTS course in the Master Economics and Business - Behavioral Economics)
<i>2009-2014</i>	Course on Behavioral Economics (elective course for 3 <sup>rd</sup> -year Bachelor students at the Erasmus School of Economics)
<i>2011-2012</i>	Bachelor thesis coordinator in Behavioral Economics
<i>2008-2012</i>	Coordination of the course "Research Project (Onderzoeksproject)" for 500 2 <sup>nd</sup> -year Bachelor students at the Erasmus School of Economics
<i>2004-2007</i>	Practicums on Databases and Information System Management at Ecole Nationale Supérieure d'Arts et Métiers, Paris
<i>2003-2004</i>	Practicums on Databases (Oracle) in University of Toulouse 2

### **OTHER**

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<i>Editorial activities</i>	Associate Editor of <i>The Economic Journal</i> Associate Editor of <i>Management Science</i> Coordinating Editor of <i>Theory and Decision</i>
<i>Referee work for</i>	Nature, American Economic Review, Econometrica, Review of Economic

<i>scientific journals</i>	Studies, Journal of the European Economic Association, Review of Economics and Statistics, The Economic Journal, International Economic Review, Management Science, Journal of Economic Theory, Journal of Risk and Uncertainty, Journal of Economic Behavior and Organization, Experimental Economics, Journal of Economic Psychology, Marketing Letters, Evolution and Human Behavior, Games and Economic Behavior, Mathematics of Operations Research, Theory and Decision, Journal of Risk and Insurance, Economic Letters, European Journal of Operational Research, Decision Analysis, Journal of Economics, Oxford Economic Papers, Economic Inquiry, Journal of Behavioral and Experimental Economics, The Geneva Risk and Insurance Review, Acta Psychologica, Forest Policy and Economics, Food Policy, Actualité Economique, International Journal of Approximate Reasoning, PlosOne, and Systems, Man and Cybernetics.
<i>Evaluation of grant proposals</i>	Member of the Open Competition committee (NWO, NL) in 2021. Member of the Vidi committee (NWO, NL) in 2016 and 2017. Reviewer for ERC (Europe), ANR (France), NWO (NL), and FWO (Belgium).
<i>Popular talks</i>	<i>University of the Netherlands: How can you make a good decision?</i> <a href="https://www.youtube.com/watch?v=V6r0b9fKbj0">https://www.youtube.com/watch?v=V6r0b9fKbj0</a>  <i>TEDx talk: Tell the truth!</i> <a href="https://www.youtube.com/watch?v=t5KNNIxLSc">https://www.youtube.com/watch?v=t5KNNIxLSc</a>
<i>Nonscientific publications</i>	<i>ESB blog (May 25, 2020)</i> <a href="https://esb.nu/blog/20059823/coronabeleid-van-de-regering-gaat-goed-om-met-onzekerheid">https://esb.nu/blog/20059823/coronabeleid-van-de-regering-gaat-goed-om-met-onzekerheid</a>  <i>Shortlist Gedragseconomie</i> <a href="https://fd.nl/morgen/1203743/shortlist-gedragseconomie">https://fd.nl/morgen/1203743/shortlist-gedragseconomie</a> June 3, 2017  <i>Orgaandonatie: Opt-in of Opt-out? Geen van beide!</i> Translates to: "Organ donation: Opt-in or Opt-out? Neither!" With Dennie van Dolder. Published on EconomieOpinie.nl on March 2, 2011. Also published by: <ul style="list-style-type: none"> <li>◦ Reformatorisch Dagblad, March 8, 2011.</li> <li>◦ Nederlands Dagblad, March 3, 2011.</li> <li>◦ Sargasso.nl, March 22, 2011.</li> <li>◦ SocialeVraagstukken.nl, March 21, 2011.</li> <li>◦ STNU.nl, March 2, 2011.</li> </ul>
<i>Other activities</i>	Co-chair of the 2022 Decision Analysis Society Publication Award Main organizer of Bayesian Crowd workshop in 2017 and Bayesian Crowd conference in 2019 ( <a href="https://bayesiancrowd.com/">https://bayesiancrowd.com/</a> ) Organizing committee of FUR conference 2014, FUR conference 2006, ESA conference 2007, and ADA conference 2022.
<i>Mother Tongue</i>	French
<i>Other Languages</i>	English (fluent), Dutch (advanced knowledge, B2), German (basic knowledge, A2)