


Serge MACÉ, PhD

Professor – Specialty : Economics
 Deputy Head of the Faculty of Data Sciences,
 Finance and Economics

Phone : +33 (0)4 93 18 99 66

Fax : +33 (0)4 93 83 08 10

E-mail : serge.mace@edhec.edu

Serge Macé joined Edhec as a full time faculty member in September 2013. His research deals with Behavioral Economics and Health Economics. His papers have been published in particular in *the European Journal of Health Economics, Theory and Decision, Journal of Economic Psychology* and *the Review of Economics of the Household*. He possesses wide teaching experience at the academic level, ranging from economics and finance to psychology and statistics.

PROFESSIONAL ACADEMIC EXPERIENCE

Since 09/2018	Professor of Economics and Deputy Head of the Faculty of Data Science, Finance and Economics. EDHEC Business School, Lille.
2017 - 2018	Professor of Economics and coordinator of the Economics and Finance Department. EDHEC Business School, Lille.
2013 - 2017	Associate Professor of Economics and coordinator of the Economics and Finance Department. EDHEC Business School, Lille.
2008/2013	Associate Professor of Economics Catholic Institute of Lille. Faculty of economics and management ; Sciences and Techonology – Law. Catholic University of Lille.
1999-2008	Affiliate Professor of Economics Catholic Institute of Lille. Faculty of economics and management ; Sciences and Techonology – Law. Catholic University of Lille.
1995-1997	Temporary Lecturer and Researcher (ATER) Faculty of Economics and Management. University of Lille I

RESEARCH INTERESTS

Behavioral Economics, Health Economics, Hedonic adaptation, Prevention, Prudence.

EDUCATION

- PhD in Economics. University of Lille I : *Externalities and growth models*, 1999 Supervisor : F-R Mahieu.
- M.A Development economics, 1993. University of Lille I.
- Master in Economics. 1992. University de Lille I.

PUBLICATIONS

- 2018. The Curse of Hope. *Theory and Decision*, 84, 429-451, May (with Fabrice Le Lec)
- 2016. Un faible espoir de guérison est-il toujours une bonne chose ? *Revue Française d'Economie*, 31, 153-179.
- 2014. Les médecins grands et beaux sont-ils plus souvent perçus comme de « grands » médecins ? *Journal de Gestion et d'Economie Médicale*, 32 (4), 245-262 (avec François-Charles Wolff),
- 2013. Long Term Health Investment When People Underestimate Their Adaptation To Age-Related Health Problems”. *European Journal of Health Economics*, 14(6), 1003-1013. (with Octave Jokung)
- 2012. Saving and Perceived Health Risks. *Review of Economics of the Household*. 13 (1), 37-52
- 2012. Prudence et adaptation hédonique à la détérioration de la santé. *Economie publique*, 28-29 – 2012/1-2, 305-316 (avec Fabrice Le Lec)
- 2011. On Fatalistic Long Term Health Behaviour », *Journal of Economic Psychology*. 32(3), 434–439. (with Fabrice Le Lec)

Working papers

- Optimal pessimism (with Fabrice Le Lec)
- Do prudent individuals take more preventive actions against future health risks? with Mario Menegatti
- Weak deadlines (avec Fabrice Le Lec)
- Les comportements de prévention de santé dans le cadre de l'utilité espérée généralisée : le rôle critique de la transformation subjective des probabilités (avec Fabrice Le Lec)
- I am more realistic about hedonistic adaptation but does it always help me to take better decisions? (with Fabrice Le Lec)

Referee reports

Ad Hoc reviewer for the *Journal of Economic Psychology*, *Review of the Economics of the Household*, *Bulletin of Economic Research*, *Journal d'Economie et de Gestion médicale*.

PRESS ARTICLES

« Vous retardez l'envoi des feuilles de soin quitte à ne pas vous faire rembourser ? Vous n'êtes pas seul ». *Huffington Post*, April 2018.

« En marche pour un nouveau travail ». *Gestion Sociale*. Mai 2017

AWARDS AND DISTINCTIONS

- 2014-2015: Excellent Teacher Award at EDHEC
- 2015-2016: Excellent Teacher Award at EDHEC

TEACHING EXPERIENCE

Edhec Business School and Institut Catholique de Lille

- **Economics:** Microeconomics, Macroeconomics, Economic Growth theories, International Economics, National Accounting Systems, History of Economic Thought, Public Economics, Health Economics (PACES), European Economic Policies
- **Finance:** Corporate finance, Risk and portfolio diversification, Financial calculus, Money and Monetary Institutions
- **Statistics:** Descriptive Statistics, Probability and Statistical Inference, Introduction to Econometrics
- **Psychology applied to Economics:** Behavioral Economics, Introduction to Sociology

Ranepa Business School (Moscow) – December 2017

Behavioral Economics and Finance

CONFERENCE PRESENTATIONS

2018: Endogenous reference-dependent utility with probability transformation. *Foundations of Utility and Risk*, York University (June)

2017: Les conséquences du pessimisme et de l'optimisme en présence d'un point de référence stochastique. *Journées de microéconomie appliquée*, Le mans (juin)

2016: Is an uncertain loss always better than a sure loss? *Foundations of Utility and Risk*, Warwick University (2-5 July)

2015: Un faible espoir de guérison est-il toujours une bonne chose ? Une note théorique. *37^e journée des Economistes Français de la Santé*, Décembre, Université de Dijon

2014: I am more realistic about hedonistic adaptation but does it always help me to take better decisions? June, *FUR 2014 – Rotterdam Universiteit*.

2013: Prévention, prudence et risque santé dans un modèle à deux périodes *Journée des Economistes Français de la santé*, Université de Créteil, décembre 2013.

2012: “Old age perceptions and long-term saving: An experiment based on the artificial ageing of people’s faces in photography”. *Reims Workshop*, April.

2011: “Michel is more likely to invest in Michelin”. *Behavioural Finance Working Group*. Cass Business School. London, March.

2011: “Prudence et adaptation hédonique à la détérioration de la santé”. *Journée des Economistes Français de la Santé*. Université de Clermont Ferrand, décembre,

2010: “A note on long-term saving decisions when people worry too much about old age”. *Foundations of Utility and Risk*. Newcastle, May.

2010: “Old age perceptions and time preference: An experiment based on the artificial ageing of people’s faces in photography”. *IAREP Cologne*, September.

2009: “Les idées reçues au sujet de la vieillesse influencent-elles le comportement d’épargne des individus pour leur vieux jours ? Une expérience par amorçage implicite”. *Fondation du risque. Workshop Population Aging and Financial Market*. October, Palais Brongniart.

2009: “Do False Beliefs about Old age affect long term saving decisions? An experiment by implicit priming. *8th Tiber Symposium on Psychology and Economics*. 4th September 2009. Tilburg University.

2009: “Aging population, agism and long-term saving”. *The Economic dimension and the Social Process of Ageing Society*. Lisbon, October 2009.

2009: “Do we work too much because of our overnegative view of aging”. *HEIRS Conference on Happiness and Relational Goods*. Venezia (Italy). 11-13 June.

2009: “Fatalist Long-Term Health Behaviour”: *IAREP/SABE World Meeting*. July. Halifax, Canada.

2008: “Long-term investing decisions when people mispredict their ability to adapt to old age”. *International Association for Research in Economic Psychology and Society for the Advancement of Behavioural Economic World Meeting*. 3 – 6 september. Roma, Italy.

2008: “Saving for the long term care”: *Séminaire scientifique international sur les conséquences économiques du vieillissement* - Caisse des dépôts et Consignations. Bordeaux (France) - 17 novembre.

PROFESSIONAL ASSOCIATIONS

- Member, International Association for Research in Economic Psychology
- Member, Happiness Economics and Interpersonal Relations
- Member, Collège des Economistes français de la Santé
- Member, Association française de Sciences Economiques