

Research Workshop

# Behavioural Influence and Resistance to Influence

*Encouraging more responsible behaviours  
while avoiding reactance.*



REGISTER

**Monday 14th April - 8:30am to 4:45pm**

**MSH-Alpes, University Grenoble Alpes**

or in visio (mandatory registration : <https://urlr.me/H6Se5u>)

## Research Workshop

# Behavioural Influence and Resistance to Influence

*Encouraging more responsible behaviours  
while avoiding reactance.*

**8:30-9:00: Morning Reception - Coffee**

**9:00-9:15: Welcome and Introduction to the Day**

Marie-Laure GAVARD-PERRET, Professor in Marketing, Grenoble IAE- INP-UGA and CERAG (UGA)

Sanchayan BANERJEE, Associate Professor in Economics & Public Policy, The Policy Institute, King's College London (UK)

**9:15-10:00: Co-Creation in Social Marketing: Engaging Stakeholders for Sustainable Behaviour Change**

Sharyn RUNDLE-THIELE, Director Social Marketing@Griffith, Griffith University (Australia)

Agnès HELME-GUIZON, Professor in Marketing, Grenoble IAE-INP-UGA and CERAG (UGA)

**10:00-10:45: The (in)effectiveness of green nudges in the context of more sustainable food consumption**

Clement CARREL, PhD student (Marketing), EDSG and CERAG (UGA)

Cindy CALDARA, Assistant Professor in Marketing, IUT2, CERAG (UGA)

Marie-Laure GAVARD-PERRET, Professor in Marketing, Grenoble IAE- INP-UGA and CERAG (UGA)

**10:45-11:00: Morning Coffee Break**

**11:00-11:45: Nudge+, putting citizens at the heart of behavioural public policy**

Sanchayan BANERJEE, Associate Professor in Economics & Public Policy, The Policy Institute, King's College London (UK)

Peter JOHN, Professor of Public Policy, Head of the School of Politics and Economics, King's College London (UK)

**11:45-12:30: Boosts – Overview of existing research and implications**

Gwladys BERENGUEL, PhD student (Marketing), EDSG and CERAG (UGA)

Marie-Claire WILHELM, Assistant Professor in Marketing, Grenoble IAE-INP-UGA (Valence), CERAG (UGA)

Marie-Laure GAVARD-PERRET, Professor in Marketing, Grenoble IAE- INP-UGA and CERAG (UGA)

**12:30-14:00: Lunch**

**14:00-14:45: Boost! Empowering Citizens to Make Better Decisions About Everything**

Ralph HERTWIG, Ralph HERTWIG, Director of the Research Center for Adaptive Rationality, Managing Director of the Max Planck Institute for Human Development, (Germany)

Till GRUNE-YANOFF, Professor of philosophy, the Royal Institute of Technology (KTH), Stockholm (Sweden)

**14:45-15:30: How can private brands help their consumers to adopt sustainable behaviours?**

Etienne BRESSOUD, Deputy CEO, BVA Nudge Consulting, Chief Behavioral Officer de The BVA Family, Paris

**15:30-15:45: Afternoon Tea Break**

**15:45-16:30: Round table discussions on «Resistance to behavioural influence »**

**16:30-16:45: Concluding Remarks**



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