

**Dr. Julian Rode**

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**Research Associate**, Serra-Ramonedà Research Chair, Department of Business Economics, Universitat Autònoma de Barcelona (Bellaterra, Spain)

**Visiting Scholar**, INSEAD Social Innovation Center (Fontainebleau, France)

**Coordinator**, Biodiversity and Ethical Business Initiative, Foundation for a New Ethical Business (Barcelona, Spain): <http://biodiversity.newethicalbusiness.org>

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**AREAS OF SPECIALISATION**

- Ethical aspects in individual and business decision-making
  - Environmental sustainability
  - Valuation of biodiversity and ecosystem services
  - Business and biodiversity
  - Behavioral and experimental economics
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**PAST PROFESSIONAL AFFILIATIONS**

**INSEAD** (*Fontainebleau, France*)  
Social Innovation Center  
2010 July

**Research Fellow**

**MEDIAN S.C.P** (*Barcelona, Spain*)  
2009 January – 2010 June

**Research Associate & Consultant**

**Universität Mannheim** (*Mannheim, Germany*)  
Center for Rationality, Decision making, and Economic Modeling (SFB 504)  
2007 September – 2008 December

**Postdoctoral Researcher**

**Universitat Pompeu Fabra** (*Barcelona, Spain*)  
Department for Economics and Business  
2003 September– 2007 August

**Doctoral Researcher**

**Universität Bonn** (*Bonn, Germany*)  
Bonn Graduate School of Economics  
2002 October -2003 August

**Doctoral Researcher**

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**EDUCATION**

**2007**      **Ph.D. in Economics** (*excellente cum laude*). Universitat Pompeu Fabra, Barcelona.

**2002**      **Diplom-Volkswirt (Master in Economics)**. Universität Bonn.

Universität Bonn (2000-2002), Universitat Pompeu Fabra (2002 04-07), Utah State University (1999-2000), Universität Marburg (1997-1999).

**1996**      **Abitur**. Georg-Büchner-Schule Darmstadt (Germany).

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**LANGUAGES**

**German** (mother tongue), **English** (fluent), **Spanish** (fluent), **French** (good), **Catalan** (basic)

## PUBLICATIONS & ACADEMIC EXPERIENCE

### Publications in peer-reviewed journals

Ethical differentiation and market behaviour: An experimental approach. *Journal of Economic Behavior and Organization* 66, 265-280, 2008. With R. Hogarth and M. Le Menestrel.

Truth and trust in communication – Experiments on the effect of a competitive context. *Games and Economic Behavior* 68, 325-338, 2010.

### Other publications

Integrating Ethical Issues in Business Decisions: A Case Study on Evaluating the Biodiversity Impacts of a Large-Scale Hydropower Project, with M. Le Menestrel, L. van Wassenhove, A. Simon, INSEAD working paper 2010/86, 2010.

A Day at the Big Bank. A case study on banking in times of international financial crisis, with M. Le Menestrel, prepared for Median S.C.P. and Oliver Wyman, 2008.

The role of decision power for distributive fairness, with M. Le Menestrel, SFB 504 discussion paper 07-71, Mannheim University, 2007.

Experiments on ethics and economic behavior, Doctoral thesis at Universitat Pompeu Fabra, 2007.

### Teaching

- Supervision of an “in-company project” for the full-time MBA at Universitat Pompeu Fabra (Spring 2009).
- Coordination of an INSEAD MBA student project (Spring 2009).
- Lecturing at Universität Mannheim: “Ethics and Economics”, 3rd and 4th year elective undergraduate course (Spring & Fall 2008).
- Assistance for executive teaching in the INSEAD Advanced Management Program (2008).
- Lecturing at Universitat Pompeu Fabra: “Economic Organizations and Markets”, 3rd and 4th year compulsory undergraduate course (2007).
- Teaching assistance at Universitat Pompeu Fabra: Statistics (2004-2005), International Business Policy (2004-2007), Experimental Economics (2005-2007), Economic Markets and Organizations (2006) .
- Teaching assistant at Universität Bonn: Corporate Finance (2000-2001) and Statistics (2000-2001).

### Organization of academic events

- “Behavioral and Experimental Discussion Group” seminar series at Department of Business Economics, Universitat Autònoma de Barcelona, 2010.
- Mannheim Empirical Research Summer School (MERSS), July 2009.
- Workshop on “Experimental methods in economics” at Mannheim Empirical Research Summer School, July 2009.
- Workshop on “Ethical business decision making” – in particular a one-day symposium on “Business decision making and the Precautionary Principle”, December 2008.
- Mannheim Empirical Research Summer School (MERSS), July 2008.
- Experimental and Behavioral PhD Seminar series, 2006/2007.

### Other

**Academic reviewer** for American Economic Review, Economic Journal, Games and Economic Behavior, European Economic Review, Journal of Economic Psychology, Spanish Economic Review, Theory and Decision, Journal of Economics and Management Strategy, International Journal of Management Science, Asia Pacific Management Review, Experimental Economics.

**Summer School participant** at Summer Institute on Bounded Rationality (Max-Planck-Institute Berlin, 2004), Mannheim Empirical Research Summer School (Univ. of Mannheim, 2005), Is Ethics a Behavioral Science? (Univ. of Trento, 2009).

**Conference & workshop contributions** at University of Bonn (2004), EDP Jamboree (Florence, 2005), IMEBE (Valencia, 2005), IAREP-SABE (Paris, 2006), Northwestern University (2006), RATIO Colloquium (Stockholm, 2006), Humboldt University Berlin (2006), University of Mannheim (2007), ESA North American Meeting (Tucson, AZ, 2007), University of Konstanz (2007), Zentrum fuer Europaeische Wirtschaftsforschung (Mannheim, 2008), XIII Simposium for Economic Analysis (Zaragoza, 2008).

**Grants** from Deutsche Forschungsgemeinschaft (DFG, 2002-2003), Deutscher Akademischer Austauschdienst (DAAD, 2003-2004), Generalitat de Catalunya (ADQUA, 2004-2007).

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## NON-ACADEMIC PROFESSIONAL EXPERIENCE

### Consulting

*For BioNET International (Surrey, UK)* on the Global Taxonomy Partnership and its Special Fund (2009/2010)

- Preparation of a general concept and a strategic roadmap,
- Research for a marketing and communications campaign,
- Assessment of positioning within biodiversity & business movement,
- Identification of sponsorship strategy and of potential corporate partners and sponsors.

### Event organization and facilitation

Belgian EPBRS meeting - with the *Belgian Biodiversity Platform* and the *European Platform for Biodiversity Research Strategy (EPBRS)*, Brussels, November 2010.

Positive Visions for Biodiversity - with the *Belgian Biodiversity Platform* and *Global Voices*, Brussels, November 2010.

2<sup>nd</sup> Intergenerational Encounter for Dreaming Business on “Values for Nature and Willingness to Act” - with the *Foundation for a New Ethical Business*, Barcelona, October 2010.

1<sup>st</sup> Intergenerational Encounter for Dreaming Business - with the *Foundation for a New Ethical Business*, Barcelona, November 2009.

Workshop on the Global Taxonomy Partnership and its Special Fund – with *BioNET International*, Paris, June 2009.

Workshop on a “European Network of Knowledge on Biodiversity” – with the *European Platform for Biodiversity Research Strategy (EPBRS)* and *BioStrat*, Brussels, May 2009.

### Other

**Invited expert** for the *European Platform for Biodiversity Research Strategy (EPBRS)* at meetings in Czech Republic (June 2009) and Sweden (September 2009) and at the strategy workshop in Berlin (August 2009).

**Internships** at PricewaterhouseCoopers, Corporate Finance Division, Frankfurt (September – October 2001) and Lufthansa Cargo AG Marketing Division, Frankfurt (June – August 2000).

**Ski school coordinator, team leader and ski instructor** at various locations in Switzerland, Austria, France (1998–2006) for Team3 Reisen GmbH. Licensed ski instructor (DSLVR Regionalskilehrer).

**Military service** at German Airforce, Germersheim and Karlsruhe (1996 – 1997).

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