



Matheus MENEZES

Ph.D., Marketing

Assistant Professor, Marketing

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EDUCATION

2023 Ph.D., Marketing, Imperial College Business School, United Kingdom

2015 Master, Economy, Economics, Pompeu Fabra University, Spain

2013 Bachelor, Economy, Economics, University of Kent, United Kingdom

RESEARCH INTERESTS

Behavioural Economics, Consumer Behaviour, Consumer Interaction with Technology, Data Privacy, Judgement and

CONSULTING EXPERIENCE

2015 - 2016 Analyst, KPMG, Spain

COURSES TAUGHT

- Market research, Grande ecole (bachelor cycle)
- Consumer behaviour, Grande ecole (master cycle)
- Marketing management, Grande ecole (bachelor cycle)

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Cartwright E., Menezes M., (2014), Cheating to win: Dishonesty and the intensity of competition, *Economics Letters*, 122(2014), pp. 55-58