



Dr Mira Toumi

Behavioural Science Consultant

Contact

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About Me

Behavioural Science Consultant specializing in human behaviour and policy impact. I design and evaluate interventions using behavioural insights to enhance civic engagement and social cooperation. Experienced in impact evaluations, stakeholder engagement for public and private sectors, and teaching behavioural science, economics, and sustainability at undergraduate and graduate levels.

Key competencies

- Problem-Solving
- Critical Thinking
- Data Analysis
- Impact Evaluation
- Teaching
- Scientific writing

Experience

Behavioural scientist – Freelance

Nice - France

Since 2022

I design behavioural interventions for sustainability, social inclusion, and economic decisions, conduct impact evaluations, and advise organizations on integrating behavioural insights. I also lead courses on behavioural economics and applied behavioural science.

Post-doctoral researcher

Université Côte d'Azur (UCA)

2018 - 2021

I conducted experimental studies on behavioural interventions, analyzed data to evaluate policy impacts, and collaborated with academic and institutional partners.

Lecturer

EDHEC - SKEMA - IUT, ISEM, STANISLAS

Since 2014

I have designed and taught courses in behavioural science, economics, and sustainability to undergraduate and graduate students across multiple institutions. My teaching covers behavioural interventions, experimental economics, and economic theory.

Education

- PhD in Behavioural and Experimental Economics - *Best Thesis Award*

Université Côte d'Azur

2018

- Master in Behavioural Economics and Cognition

Université Côte d'Azur

2013

- Master in Management

Université Côte d'Azur

2012

Selected Publications

- Lazaric, N., & Toumi, M. (2022). Reducing consumption of electricity: A field experiment in Monaco with boosts and goal setting. *Ecological Economics*, 191, 107231.
- Festré, A., Kirakozian, A. & Toumi, M. (2019). Menacer, sanctionner ou conseiller ? Prosociaux vs individualistes : quels leviers incitatifs pour quels individus ? *Revue économique*, vol. 70(6), 1125-1138. doi:10.3917/reco.706.1125.
- Rafaï, I., & Toumi, M. (2018). Willingness to Pay Attention for Others: Do Social Preferences Predict Attentional Contribution? *Revue d'économie politique*, 128(5), 849-881.
- Full list: [Google Scholar](#)

References

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- Carl Dufour — Head of Marketing & Insights, Bruxelles Propreté
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