



## Detailed Schedule for Global Network Week Behavioral Science of Management

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### Monday

- 8:00 – 8:30 a.m. **Welcome Continental Breakfast**
- 8:30 – 9:00 a.m. **Welcome and Program Overview**  
Gal Zauberman, *Professor of Marketing*  
Camino de Paz, *Managing Director of Global Initiatives*
- 9:00 – 10:30 a.m. **Understanding Consumer Experiences**  
Gal Zauberman, *Professor of Marketing*
- 10:30 – 10:45 a.m. **Break**
- 10:45 – 11:15 a.m. **What is the Global Network?**  
Camino de Paz, *Managing Director of Global Initiatives*
- 11:15 – 11:45 a.m. **Explore New Opportunities: Master of Advanced Management**  
Melissa Fogerty, *Assistant Dean, Management Master's Programs*  
Joanne Legler, *Director of Admissions, Management Master's Programs*  
Kate Kopriva, *Associate Director of Management Master's Programs*
- 11:45 a.m. – 12:00 p.m. **Group Photo**  
  
Follow your TA's to the Atrium for a group photo.
- 12:00 – 1:30 p.m. **Lunch**  
The Forum  
  
During the lunch break, your TA's will lead you in a group ice-breaker activity.
- 1:30 – 4:30 p.m. **Negotiation Mindsets**  
Daylian Cain, *Associate Professor of Management and Marketing*  
  
Incorporating the week's insights from Behavioral Economics, we will examine various strategies for claiming value and will discuss tactical considerations (e.g., who should go first in a negotiation, what offer to make, and how to react to counteroffers). After all, it is not just about "expanding the pie." Learn how to carve out a larger slice.
- 5:00 – 7:00 p.m. **Opening Cocktail Reception**
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### Tuesday

- 8:30 – 9:00 a.m. **Breakfast and Overview**



9:00 a.m. – 12:00 p.m.

### Overview of Behavioral Finance

Nicholas Barberis, *Stephen and Camille Schramm Professor of Finance*

We will explore how ideas from psychology can be helpful in understanding fluctuations in financial markets, the ways investors trade, and the actions of corporate managers.

12:00 – 1:30 p.m.

### Lunch

Your TA's will hand out vouchers for you to get lunch at Yale SOM's dining commons, "Charley's Place." These vouchers are redeemable for one meal and a beverage.

1:30 – 4:30 p.m.

### Making Better Decisions Using Behavioral Science

Nathan Novemsky, *Professor of Marketing*

7:00 – 9:00 p.m.

### Pizza Night

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## Wednesday

New York City Company Visit Day

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## Thursday

8:30 – 9:00 a.m.

### Breakfast & Overview

9:00 – 10:30 a.m.

### Yale University Campus Tour

Follow your TA's to the front of Evans Hall where Yale University tour guides will take you on a walk around the University. Make sure to wear comfortable shoes.

10:30 a.m. – 12:00 p.m.

### Influence and Persuasion

Zoë Chance, *Assistant Professor of Marketing*

Learn some practical tools of influence and persuasion to help you increase your happiness and success—and resist persuasion tactics being used on you. Come prepared to share insights and ask questions in this interactive session

12:00 – 1:30 p.m.

### Lunch on Own

Please feel free to grab lunch at any of the local restaurants. Recommendations have been included in your program folder.

1:30 – 4:30 p.m.

### Framing Effects, Context Effects and Choice Architecture

Shane Frederick, *Professor of Marketing*

This lecture will summarize framing and context effects in consumer judgments and choices. We will discuss the broad notions of salience and accessibility and more specific phenomena, including compromise, middle position, attraction and repulsion effects. The second part of the lecture will discuss "choice architecture": how to structure defaults, feedback, incentives, and product design to "nudge" individuals to profit enhancing or welfare enhancing choices.

Readings:

- "The Persuasive Power of Opportunity Costs", *Harvard Business Review*



- “Automated Choice Heuristics”

7:30 p.m.

## Small Group Dinners

Dine at one of the local New Haven restaurants with your classmates. Please remember to bring cash or credit card to pay for your meal.

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## Friday

8:30 – 9:00 a.m.

### Breakfast

9:00 a.m. – 12:00 p.m.

### Final Presentation Prep

Assigned Breakout Rooms

Go to your assigned breakout rooms (listed on front of program folder) and work on your final group project.

12:00 – 1:00 p.m.

### Lunch & Exit Survey

Lunch will be provided outside the Isaacson Classroom.

During the lunch hour, you will be asked to complete a short survey assessing how Global Network Week went. Laptops will be available in classroom to take the survey.

1:00 – 2:30 p.m.

### Final Presentations & Certificate Ceremony

Students to give group presentations and then receive program certificates.

END OF PROGRAM