conference agenda

8:00am  Coffee & Danishes
8:35am  Welcome & Agenda Setting
        Craig Fox, Sim Sitkin, & Katherine Milkman
8:50am  In Conversation
        Dick Thaler & David Brooks
9:30am  Plenary Panel on Recent Developments
        Panelists: Laszlo Bock
                    David Coleman
                    Elspeth Kirkman
                    Maya Shankar
                    Josh Wright
        Moderator: David Gergen
10:20am Break
10:45am Policy-focused Keynote Addresses
        Max Bazerman: Justice & Ethics
        Elke Weber: Energy & Environment
        Dean Karlan: Financial Decision Making
11:30am Lightning Talk Session I
        See page 3 for location and speaker details
12:10pm Luncheon
        Location: North/Biddle
1:10pm Keynote Discussion
        Ambassador Samantha Power
        U. S. Ambassador to the United Nations
        Hosted by Aaron Chatterji

Conference co-sponsors
Deloitte Consulting, LLP
The Center for Decision Sciences at Columbia Business School
The Center for Health Incentives and Behavioral Economics at the Leonard Davis Institute at the University of Pennsylvania
The Center for Public Leadership and the Behavioral Insights Group at the Harvard Kennedy School
The Rady School of Management at the University of California, San Diego

behavioral science & policy association inaugural conference
conference agenda

1:40pm Policy-focused Keynote Addresses
   Kevin Volpp: Health
   Ron Haskins: Education
   Adam Grant: Management, Technology, & Innovation

2:25pm Lightning Talk Session 2
   See next page for location & speaker details

3:05pm Break

3:25pm Behavioral Science in the U. S. Government
   Cass Sunstein

3:55pm The Future of Behavioral Science for Policy
   Sendhil Mullainathan
   Chip Heath

4:15pm Panel on “The Future”
   Panelists: John Arnold
   David Brooks
   Chip Heath
   Sendhil Mullainathan
   Cass Sunstein
   Moderator: David Gergen

4:55pm Concluding Remarks
   Craig Fox & Sim Sitkin

5:00pm Cocktail Reception Location: Slocum/East/Mahogany

All sessions will be held in Harvard Hall, unless otherwise indicated.
session 1  
**Track 1: Financial Decision Making**  
Alexander Brown  
Behavioral insights from financial decision-making with spending, saving, and debt  
Judd Kessler  
Social forces and identity in charitable giving  
Ye Li  
Golden or graying? Economic decisions and cognitive aging  
Abigail Sussman  
Maximizing total wealth: The case of savings versus debt

**Track 2: Energy & Environment**  
On Amir  
Driving pro-environmental choice  
Tatiana Homonoff  
Can small incentives have large effects? The impact of taxes versus bonuses on disposable bag use  
Kelly Peters  
Good bills pay off: Nudging energy  
Erez Yoeli  
Harnessing reciprocity to promote contributions to public goods

**Track 3: Justice & Ethics**  
Steven Blader  
Fair process as a strategy for gaining policy support: Caveats and solutions  
Sreedhari Desai  
Can men who are domestic traditionalists be organizational egalitarians?  
Sunita Sah  
The business of medicine: Discrepancies in conflict of interest policies and effective disclosure  
Mary Steffel  
Ethically deployed defaults: Transparency and protection via disclosure and preference articulation

session 2  
**Track 1: Health**  
Saurabh Bhargava  
The behavioral economics of health plan choice and insurance reform  
Gretchen Chapman  
Vaccination defaults  
Carol Graham  
Bentham and Aristotle in the Census Bureau? Well-being metrics, economics, and public policy  
Saad Omer  
Immunization mandates as nudge

**Track 2: Education**  
Ben Castleman  
The 160-character solution: How text messages are transforming education  
Todd Rogers  
Mobilizing families to reduce student absences  
Michael Sanders  
Aspirations and education: Does the heart rule the head? Evidence from randomized experiments  
Anuj Shah  
Slowing down youth violence

**Track 3: Management, Technology, & Innovation**  
Herman Aguinis  
Managing and producing star performers in 21st-century organizations  
Linda Babcock  
Gender differences in the demand and supply of non-promotable tasks: ‘Just say no’ is not the answer  
Alex Imas  
Do people anticipate loss aversion? Using loss contracts as a commitment device  
John Sterman  
Interactive simulations for climate change policy and risk communication
bspa team

Founders
Craig Fox, UCLA
Sim Sitkin, Duke

Conference organizer
Katherine Milkman, UPenn

keynotes & panelists
John Arnold, LJAF
David Coleman, College Board
Aaron Chatterji, Duke
Max Bazerman, Harvard
Laszlo Bock, Google
David Brooks, New York Times
David Gergen, Harvard/CNN
Adam Grant, UPenn
Ron Haskins, Brookings
Chip Heath, Stanford

lightning talk presenters
Herman Aguinis, Indiana-Bloomington
On Amir, UCSD
Linda Babcock, Carnegie Mellon
Saurabh Bhargava, Carnegie Mellon
Steven Blader, NYU
Alexander Brown, Texas A & M
Ben Castleman, UVA
Gretchen Chapman, Rutgers
Sreedhari Desai, UNC
Carol Graham, Brookings
Tatiana Homonoff, Cornell
Alex Imas, Carnegie Mellon

Diana Ascher, UCLA
Kay de Kruif, Duke
Christina Rader, Duke
David Schkade, UCSD
Kate Wessels, UCLA

Dean Karlan, Yale
Elspeth Kirkman, BIT
Sendhil Mullainathan, Harvard
Maya Shankar, USOSTP
Cass Sunstein, Harvard
Dick Thaler, UChicago
Kevin Volpp, UPenn
Elke Weber, Columbia
Josh Wright, ideas42

Judd Kessler, UPenn
Ye Li, UCR
Saad Omer, Emory
Kelly Peters, BEworks
Todd Rogers, Harvard
Sunita Sah, Georgetown
Michael Sanders, BIT
Anuj Shah, UChicago
Mary Steffel, UCincinnati
John Sterman, MIT
Abigail Sussman, UChicago
Erez Yoeli, Harvard

Log in to http://behavioralpolicy.org for more information about the Behavioral Science & Policy Association and the global community of researchers and practitioners dedicated to the application of behavioral science insights to policy.