



Yale School of Management Global Network Week

Behavioral Science of Management

October 17-21, 2022

Monday, October 17

Please take a rapid Covid test on Monday morning and arrive prepared to show us your negative results. If you have a positive result, please remain in your room, send us a photo of your positive results, and we will send you Zoom links for the course.

8:00 a.m. – 8:45 a.m.

Continental Breakfast

Bekenstein Atrium/Courtyard

8:45 a.m. -9:15 a.m.

Welcome and Program Overview

Blumetti Classroom 2200

Camino de Paz, *Assistant Dean of Global Programs*

9:15 a.m. – 10:45 a.m.

Understanding Consumer Experiences

Blumetti Classroom 2200

Gal Zauberman, *Joseph F. Cullman, 3rd Professor of Marketing*

11:00 a.m. – 12:15 p.m.

Walking Tour of Yale University

TAs will lead students to the entrance of Evans Hall for a walking tour led by Yale College guides. Learn about the history and architecture of Yale from Yale College students in this 75 - minute tour that departs from Evans Hall and ends at the Yale Bookstore on Broadway where you can purchase books and Yale branded merchandise if you like.

12:15 p.m. – 12:30 p.m.

Group Photo

Follow your TAs to the Bekenstein Atrium for the Global Network Week group photo.



12:30 p.m. – 1:45 p.m.

Lunch

Bekenstein Atrium/Courtyard

1:45 p.m. – 2:00 p.m.

Negotiation Mindsets – Pre - Session Negotiations

Blumetti Classroom 2200

2:00 p.m. – 5:00 p.m.

Negotiation Mindsets

Blumetti Classroom 2200

Daylian Cain, *Senior Lecturer in Negotiations and Leadership*

5:00 p.m. – 7:00 p.m.

Opening Cocktail Reception

Beinecke Room (2nd floor)

Tuesday, October 18th

8:30 a.m.-9:00 a.m.

Continental Breakfast

Bekenstein Atrium/Courtyard

9:00 a.m.-9:15 a.m.

Overview

Blumetti Classroom 2200

9:15 a.m. – 12:15 p.m.

Behavioral Finance

Blumetti Classroom 2200

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

12:15 p.m. – 1:30 p.m.

Lunch

Charley's Place



TAs will distribute lunch vouchers to Charley's Place, Yale SOM's commons. Located on the first floor of Evans Hall, the menu at Charley's Place features a globally rustic cuisine with a spotlight on local products. Your voucher may be redeemed for a meal and drink.

1:45 p.m. – 3:45 p.m.

New Haven Museum: The Business of Preserving the Past

114 Whitney Ave

The TAs will lead the group down the street to the New Haven Museum where you will learn about the business of preserving New Haven's rich culture and history. You will be divided into 3 groups of 20 to allow for more interaction and time spent with each of the speakers. The 3 groups will spend an equal amount of time with the speakers. At the conclusion, participants will have free time to explore the museum.

Mary Christ, Collections Manager

- Acquisitions: How the New Haven Museum continues to build its art, artifacts and graphics collection through donations, bequests and purchases.
- Exhibitions: How the New Haven Museum mounts new exhibits, from initial idea through opening. This includes research, development, exhibit loan, conservation, installation and press.
- Managing the New Haven Museum collection, aka 'What We Have and Where We Put It', including the collections database, tracking movement of collections items through exhibits, loans, conservation, researcher work, maintaining provenance information, and other information.

Ed Surato, Librarian

- Acquisitions: How the New Haven Museum's Whitney Library continues to build its book and manuscript collection through donations, bequests and purchases.
- Reference questions: How the library staff responds to questions from the public in person, through email and through phone calls.
- How the Whitney Library catalogs books and processes manuscript collections- allowing access to the public at large while protecting historic materials from damage.

Khalil Quotap, Director of Education and Engagement

- Developing and implementing school groups and public programs
- Booking school groups, public programs
- Working with 'community partners', New Haven schools, the state of Connecticut.



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.

Wednesday, October 19th

Please take a rapid Covid test on Wednesday morning and arrive prepared to show us your negative results. If you have a positive result, please remain in your room, send us a photo of your positive results, and we will send you Zoom links for the course.

8:00 a.m. - 8:45 a.m.

Continental Breakfast

Bekenstein Atrium/Courtyard

8:45 a.m. - 9:00 a.m.

Overview

9:00 a.m. – 9:30 a.m.

Airline Case Activity

Blumetti Classroom 2200

In preparation for Nathan Novemsky's class session, you will spend 30 minutes working in groups on the Airline Case Activity. Join your assigned final project group (listed on the front of the program folder) and complete the activity described.

9:30 a.m. – 12:30 p.m.

Making Better Decisions Using Behavioral Science

Blumetti Classroom 2200

Nathan Novemsky, *Professor of Marketing*

12:30 p.m. – 2:00 p.m.

Lunch (on your own)

Lunch is on your own. Feel free to grab lunch at the carts located at the "Whale" or at any local restaurant. Recommendations are in your program folder.

2:00 p.m. – 3:30 p.m.

Influence and Persuasion

Blumetti Classroom 2200

Zoë Chance, *Senior Lecturer in Management*



3:30 p.m. - 4:00 p.m.

Global Network for Advanced Management Overview

Blumetti Classroom 2200

Camino de Paz, *Assistant Dean of Global Programs*

Assistant Dean of Global Programs, Camino de Paz, will give an overview of what that Global Network for Advanced Management is and how it can work for you.

7:30 p.m. – 9:30 p.m.

Pizza Night at BAR

254 Crown Street

Meet at a New Haven favorite, BAR at 7:00pm. There will be free pizza and soda waiting for you in the back room. Make sure you bring a photo ID for entry.

Thursday, October 20

9:00 a.m. – 9:30 a.m.

Continental Breakfast

Bekenstein Atrium/Courtyard

9:30 a.m. – 9:45 a.m.

Overview

Blumetti Classroom 2200

9:45 a.m. – 10:45 a.m.

CDO Overview

Blumetti Classroom 2200

Hear from Nataly Robalino, *Career Coach from the Career Development Office*

11:00 a.m. – 12:00 p.m.

YCCI Panel

Blumetti Classroom 2200

Moderated by Jennie Liu, *Executive Director YCCI & Lecturer in the Practice of Management*



12:00 p.m.-2:00 p.m.

Lunch (on your own)

Lunch is on your own. Feel free to grab lunch at the carts located at the “Whale” or at any local restaurant. Recommendations are in your program folder.

2:00 p.m. – 5:00 p.m.

Dual Systems & Choice Architecture

Blumetti Classroom 2200
Shane Frederick, *Professor of Marketing*

Friday, October 21

8:15 a.m. – 8:45 a.m.

Breakfast

Bekenstein Atrium/Courtyard

8:45 a.m. – 9:00 a.m.

Overview

Blumetti Classroom 2200

9:00 a.m. – 9:30 a.m.

Explore New Opportunities: Master of Advanced Management

Blumetti Classroom 2200
Kate Navarro, *Associate Director of Management Master's Programs*

9:30 a.m. – 12:00 p.m.

Presentation Prep

Small breakout rooms

12:00 – 1:15 p.m.

Working Lunch and Program Survey

Class of 1980 Classroom 2400

During the lunch hour, you will be asked to complete a short survey assessing the Yale SOM Global Network Week program. Laptops will be available in Classroom 2400.

You can continue working on your final presentations until 1:00 p.m.



1:15 – 3:30 p.m.

Final Presentations, Certificate Ceremony, and Farewell

Blumetti Classroom 2200

END OF PROGRAM