



Yale School of Management Global Network Week  
Behavioral Science of Management  
October 14-18, 2024

Yale SOM: Evans Hall, 165 Whitney Avenue, New Haven, CT 06511

Monday, October 14<sup>th</sup>

7:45 a.m. – 8:25 a.m.

**Continental Breakfast**

Ligon-Lamsam Commons (1<sup>st</sup> floor)

8:30 a.m. – 9:00 a.m.

**Welcome and Program Overview**

Blumetti Classroom 2200

Camino de Paz, *Assistant Dean of Global Network Programs*

Stacy Awe, *Assistant Director for Global Initiatives*

9:00 a.m. – 12:00 p.m.

**Understanding Consumer Experiences**

Blumetti Classroom 2200

Gal Zauberaman, *Joseph F. Cullman, 3<sup>rd</sup> Professor of Marketing*

12:05 p.m. – 12:25 p.m.

**GNW Group Photo**

Follow your Ambassadors outside to the Courtyard for the Global Network Week Group Photo. Location to move to Atrium in event of inclement weather.

12:25 p.m. – 2:15 p.m.

**Lunch & Ambassador-led Icebreaker**

Ligon-Lamsam Commons (1<sup>st</sup> floor)

2:30 p.m. – 4:00 p.m.

**Prosocial Behavior: Individuals, Brands, and Firms**

Blumetti Classroom 2200

Deborah Small, *Adrian C. Israel Professor of Marketing*



4:00 p.m. – 6:00 p.m.

### Opening Cocktail Reception

The Beinecke Terrace, 2<sup>nd</sup> floor

Tuesday, October 15<sup>th</sup>

9:30 a.m. – 10:10 a.m.

### Continental Breakfast

Ligon-Lamsam Commons (1<sup>st</sup> floor)

10:15 a.m. – 10:30 a.m.

### Overview

Blumetti Classroom 2200

10:30 a.m. - 11:00 a.m.

### Global Network for Advanced Management Overview

Blumetti Classroom 2200

Camino de Paz, *Assistant Dean of Global Network Programs*

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

11:15 a.m. – 12:30 p.m.

### Walking Tour of Yale University

Ambassadors 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 will conclude at the Yale Bookstore. Note, this tour is rain or shine, so please come prepared.

12:30 p.m.-1:45 p.m.

### Lunch

Lunch is on your own. Feel free to grab lunch at the carts located at the “Whale” or at any local restaurant. Recommendations are on the “Insider Tips 2024” document in the BOX folder (also sent via email).

2:00 p.m. – 5:00 p.m.

### Behavioral Finance

Blumetti Classroom 2200

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



7:30 p.m.

### Small Group Dinners

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

Wednesday, October 16<sup>th</sup>

8:15 a.m. – 8:40 a.m.

### Continental Breakfast

Ligon-Lamsam Commons (1<sup>st</sup> floor)

8:45 a.m. – 9:00 a.m.

### Overview

Blumetti Classroom 2200

9:00 a.m. – 10:30 a.m.

### Charisma: Science and Practice

Blumetti Classroom 2200  
*Zoe Chance, Senior Lecturer in Management*

10:45 a.m. – 11:30 a.m.

### CDO Overview

Blumetti Classroom 2200  
*Nataly Robalino, Career Coach*

11:35 a.m. – 12:05 p.m.

### Explore New Opportunities: Master of Advanced Management (Optional)

Blumetti Classroom 2200  
*Matthew LaSance, Assistant Director for Admissions, Management Master's Programs*

12:05 p.m. – 1:45 p.m.

### Lunch

#### Charley's Place

Ambassadors 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.



2:00 p.m. – 5:00 p.m.

## Dual Systems & Choice Architecture

Blumetti Classroom 2200  
Shane Frederick, *Professor of Marketing*

7:00 p.m. – 9:00 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 17<sup>th</sup>

7:45 a.m. – 8:15 a.m.

## Continental Breakfast

Ligon-Lamsam Commons (1<sup>st</sup> floor)

8:15 a.m. – 8:30 a.m.

## Overview

Blumetti Classroom 2200

8:30 a.m. – 9:00 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.

9:00 a.m. – 12:00 p.m.

## Making Better Decisions Using Behavioral Science

Blumetti Classroom 2200  
Nathan Novemsky, *Professor of Marketing*

12:00 p.m.-1:15 p.m.

## Lunch

Lunch is on your own. Feel free to grab lunch at the carts located at the "Whale" or at any local restaurant. Recommendations are on the "Insider Tips 2024" document in the BOX folder (also sent via email).



1:30 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*

## Friday, October 18<sup>th</sup>

8:30 a.m. – 9:00 a.m. **Continental Breakfast**  
Outside Blumetti Classroom 2200

9:00 a.m. – 9:30 a.m. **Overview and Feedback Survey**  
Blumetti Classroom 2200

At this time, we will go over the details of the final presentation. Please bring a laptop, tablet, or mobile device with you to the classroom to complete the GNW feedback survey.

9:30 a.m. – 1:00 p.m. **Presentation Prep**  
Breakout rooms (**Note- you have until 1:00 p.m. to finish your presentations**)

11:30a.m. – 1:00 p.m. **Lunch**  
**Charley's Place (Note- lunch will be available starting at 11:30am)**

Ambassadors 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.

11:30 a.m. – 1:00 p.m. **MAM Information Table**  
**Table Outside of Charley's Place (across from McNay Café)**  
MAM Admissions staff will be available to answer questions and hand out program brochures.



1:15 p.m. – 3:30 p.m.

Final Presentations, Certificate Ceremony, and Farewell

Blumetti Classroom 2200

**END OF PROGRAM**