



## Yale School of Management Global Network Week

### Behavioral Science of Management

October 13-17, 2025

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

## Monday, October 13th, 2025

8:00am-8:30am

**Welcome Breakfast**  
**Ligon-Lamsam Commons (1st Floor)**

8:30am-9:00am

**Welcome and Program Overview**  
*Camino de Paz, Assistant Dean of Global Network Programs*  
*Stacy Awe, Assistant Director, Global Initiatives*  
**Blumetti Classroom 2200**

9:00am-10:00am

**Global Network for Advanced Management Overview & Explore New Opportunities: Master of Advanced Management**  
*Camino de Paz, Assistant Dean of Global Network Programs*  
*Matthew LaSance Assistant Director for Admissions, Management Master's Programs*  
**Blumetti Classroom 2200**

10:05am-10:25am

**GNW Group Photo**  
Follow your Ambassadors to the Atrium on the 1st floor.

10:30am-11:30am

**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 60 - minute tour that starts and ends at Evans Hall. Note, this tour is rain or shine, so please come prepared.

11:30am-1:45pm

**Lunch & Ambassador-led Icebreaker**  
**Charley's Place**  
Lunch vouchers will be distributed 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.



2:00pm-5:00pm

**Understanding Consumer Experiences**

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

**Blumetti Classroom 2200**

5:00pm-7:00pm

**Opening Cocktail Reception**

**The Beinecke Room, 2nd Floor**

## Tuesday, October 14th, 2025

8:00am-8:20am

**Coffee and Tea Service**

**Ligon-Lamsam Commons (1st Floor)**

8:20am-8:30am

**Overview**

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

*Stacy Awe, Assistant Director, Global Initiatives*

**Blumetti Classroom 2200**

8:30am-9:00am

**Negotiation Mindsets: Pre - Session Negotiations**

**Blumetti Classroom 2200**

9:00am-12:00pm

**Negotiation Mindsets**

*Daylian Cain, Senior Lecturer in Negotiations and Leadership*

**Blumetti Classroom 2200**

12:00pm-1:45pm

**Lunch**

Lunch is on your own. Feel free to grab lunch at the carts located at the "Whale" or nearby the school on Whitney Ave or neighboring streets.

Recommendations are on the "Insider Tips 2025" document in the SharePoint folder (also sent via email).

2:00pm-5:00pm

**Dual Systems & Choice Architecture**

*Shane Frederick, Richard Ely Professor of Marketing*

**Blumetti Classroom 2200**

7:00pm-9:00pm

**Pizza Night at BAR**

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.

**254 Crown Street**

## Wednesday, October 15th, 2025

8:45am-9:15am

**Coffee and Tea Service**

**Ligon-Lamsam Commons (1st Floor)**



9:20am-9:30am

**Overview**

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

*Stacy Awe, Assistant Director, Global Initiatives*

**Blumetti Classroom 2200**

9:30am-11:00am

**Charisma: Science and Practice**

*Zoe Chance, Senior Lecturer in Management*

**Blumetti Classroom 2200**

11:15am-12:00pm

**Career Development Office (CDO) Overview (Optional)**

*Nataly Robalino, Career Coach*

**Blumetti Classroom 2200**

12:00pm-1:15pm

**Lunch**

Lunch is on your own. Feel free to grab lunch at the carts located at the "Whale" or nearby the school on Whitney Ave or neighboring streets. Recommendations are on the "Insider Tips 2025" document in the Sharepoint folder (also sent via email).

1:30pm-3:00pm

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

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

**Blumetti Classroom 2200**

**\*Reminder- review case prior to this session (available in our Sharepoint Folder)**

7:30pm

**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.

## Thursday, October 16th, 2025

8:00am-8:20am

**Coffee and Tea Service**

**Ligon-Lamsam Commons (1st Floor)**

8:20am-8:30am

**Overview**

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

*Stacy Awe, Assistant Director, Global Initiatives*

**Blumetti Classroom 2200**

8:30am-11:30am

**Behavioral Finance**

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

**Blumetti Classroom 2200**



11:30am-1:15pm

**Lunch**  
**Charley's Place**

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1:30pm-2:00pm

**Airline Case Activity**

In preparation for Professor Novemsky's session, you will spend 30 minutes in groups on the "Shouting Gate Agent" case. You will work with your assigned project team on this case.

**Blumetti Classroom 2200**

2:00pm-5:00pm

**Making Better Decisions Using Behavioral Science**

*Nathan Novemsky, Professor of Marketing*

**Blumetti Classroom 2200**

## Friday, October 17th, 2025

8:30am-9:00am

**Coffee and Tea Service**  
**Outside of Blumetti Classroom 2200**

9:00am-9:30am

**Overview & Feedback Survey**

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.

**Blumetti Classroom 2200**

9:30am-1:00pm

**Presentation Prep**

*Breakout rooms (listed on the front of your folder)*

**(Note- you have until 1:00 p.m. to finish your presentations)**

11:30am-1:00pm

**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.

12:00pm-1:00pm

**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.

1:15pm-3:30pm

**Final Presentations, Certificate Ceremony, and Farewell**  
**Blumetti Classroom 2200**



Yale SCHOOL OF MANAGEMENT

GLOBAL NETWORK FOR  
ADVANCED MANAGEMENT

