



Yale School of Management Global Network Week

Behavioral Science of Management

October 19-23, 2026

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

Monday, October 19th, 2026

8:00am-8:30am	Welcome Breakfast Ligon-Lamsam Commons (1st Floor)
8:30am-9:00am	Welcome and Program Overview Elizabeth Wilkinson, Director, Global Initiatives Stacy Awe, Assistant Director, Global Initiatives Blumetti Classroom 2200
9:00am-12:00pm	Living with Technology: Insights from Behavioral Science Gal Zauberman, Joseph F. Cullman, 3rd Professor of Marketing Blumetti Classroom 2200
12:00pm-1:30pm	Lunch & Ambassador-led Icebreaker Charley's Place/Ligon-Lamsam Commons Lunch vouchers will be distributed to Charley's Place. 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. Get your meal to go and join your cohort at the Commons to eat and join the ambassador-led icebreaker.
1:30pm-2:00pm	Negotiation Mindsets: Pre - Session Negotiations Blumetti Classroom 2200
2:00pm-5:00pm	Negotiation Mindsets Daylian Cain, Senior Lecturer in Negotiations, Sales, and Leadership Blumetti Classroom 2200
5:00pm-7:00pm	Opening Cocktail Reception The Beinecke, 2nd Floor



Tuesday, October 20th, 2026

8:00am-8:20am	Coffee and Tea Ligon-Lamsam Commons (1st Floor)
8:20am-8:30am	Overview <i>Stacy Awe, Assistant Director, Global Initiatives</i> Blumetti Classroom 2200
8:30am-9:00am	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
9:00am-12:00pm	Making Better Decisions Using Behavioral Science <i>Nathan Novemsky, Professor of Marketing</i> Blumetti Classroom 2200
12:05pm-12:20pm	GNW Group Photo Follow your Ambassadors to the Atrium on the 1st floor.
12:20pm-1:55pm	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 2026" document in the SharePoint folder (also sent via email).
2:00pm-2:40pm	Global Network for Advanced Management Overview & Explore New Opportunities: Master of Advanced Management Elizabeth Wilkinson, Director, Global Initiatives Matthew LaSance, Assistant Director for Admissions, Management Master's Programs Blumetti Classroom 2200
3:00pm-4:30pm	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 tour that starts at Evans Hall and ends at the Yale Bookstore. Note, this tour is rain or shine, so please come prepared.
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.



Wednesday, October 21st, 2026

8:15am-8:45am	Coffee and Tea Ligon-Lamsam Commons (1st Floor)
8:50am-9:00am	Overview <i>Stacy Awe, Assistant Director, Global Initiatives</i> Blumetti Classroom 2200
9:00am-10:30am	Prosocial Behavior: Individuals, Brands, and Firms <i>Deborah Small, Adrian C. Israel Professor of Marketing</i> Blumetti Classroom 2200
11:00am-12:15pm	Guest Speaker: Julien Mininberg, '86, '90 MBA <i>Former CEO, Helen of Troy</i> Blumetti Classroom 2200
12:15pm-1:50pm	Lunch Charley's Place Ambassadors will distribute lunch vouchers to Charley's Place. 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	Behavioral Finance <i>Nicholas Barberis, Stephen and Camille Schramm Professor of Finance</i> Blumetti Classroom 2200

Thursday, October 22nd, 2026

10:00am-10:20am	Coffee and Tea Ligon-Lamsam Commons (1st Floor)
10:25am-10:30am	Overview <i>Stacy Awe, Assistant Director, Global Initiatives</i> Blumetti Classroom 2200
10:30am-12:00pm	Charisma: Science and Practice <i>Zoe Chance, Senior Lecturer in Management</i> 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 2026” 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

Friday, October 23rd, 2026

8:30am-9:00am

Coffee and Tea

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-12:45pm

Presentation Prep

Breakout rooms (listed on the front of your folder)

(Note- you have until 12:45 p.m. to finish your presentations)

11:15am-12:45pm

Lunch

Charley’s Place (Note- lunch will be available starting at 11:15am)

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.

1:00pm-3:00pm

Final Presentations, Certificate Ceremony, and Farewell
Blumetti Classroom 2200