



**RPA Understanding Human Behaviour
CRIBS Annual Symposium 2018 on
"Preferences, Market and Society"**

**Time and Date: 9.00am-5.30pm, Friday June 15, 2018
Venue: Jubilee Campus B18 Xu Yafen Building**

**Sponsors:
Nottingham University Business School
RPA Understanding Human Behaviour**

This symposium concerns the role of preferences in behaviour, markets and society. The construct of preferences has been applied to behavioural analysis for many decades now. Its impact is seen and felt. Preferences determine how individuals and groups allocate scarce economic resources. Outcomes in markets and society are determined by the preferences of decision makers. Despite conflicting interests between people who seek to maximize personal gain, people generate social welfare by giving to charity, contributing to public goods, and trading to yield mutual benefit.

Three branches of discourse. 1) How do preferences influence behaviour? 2) What are the implications of preferences on behaviour in the marketplace? 3) What is the impact of social preferences on society? The search for answers to this question banks on the frontiers of research in the applied sciences, psychology, politics, and economics.

As an integral part of the University's Research Priority Area on Understanding Human Behaviour, the Centre for Research in the Behavioural Sciences (CRIBS) is Nottingham's platform for interdisciplinary discourse on frontier issues of behavioural science. In this symposium, CRIBS is bringing to you a selection of prominent speakers, to promote collaboration amongst like-minded researchers from various Schools of Nottingham and other international universities. There will be opportunities for jointly exploring potential research ideas during the extended discussion breaks, where refreshments and a light lunch will be provided. To round up our programme, participants may to continue discussions at our Research Networking Drinks Reception commencing at 5.30pm.

This year's exciting discourse will feature the following contributors.

-- The opening address will be given by --

Prof Todd Landman

Pro-Vice Chancellor, Faculty of Social Sciences, University of Nottingham. Professor of Political Science, School of Political Science, University of Nottingham.

-- We have the delight of lectures from our distinguished guests --

Prof Lars Lefgren on "Utility Maximization with Sensory Limitations: Theory and Evidence"

Professor of Economics, Department of Economics, Brigham Young University, Utah, USA.

Prof Daniel Zizzo on "Identifying Voter Preferences in the Presence of Trade-Offs"
Dean of Research and Innovation, Faculty of Humanities and Social Science, Newcastle University. Co-Director of the Behavioural and Experimental Northeast Cluster (BENC).
Professor of Economics, Newcastle University Business School.

-- Our special lectures will be given by our very own --

Prof Eamonn Ferguson on "Understanding Organ and Blood Donor Behaviour: Insights from Behavioral Economics"

Chartered Health and Occupational Psychologist, a Fellow of the Royal Society for Public Health. Associate Fellow of the British Psychological Society. Co-founding President of the British Society for the Psychology of Individual Differences. Professor of Health Psychology, School of Psychology, University of Nottingham.

Prof Simon Gächter on "The behavioural anatomy of rule following and social norm compliance"

Leader of the Research Priority Area on Understanding Human Behaviour, University of Nottingham. Professor of the Psychology of Economic Decision, School of Economics, University of Nottingham.

Dr Jasmeet Kaler on "Decision Making for Animal Health and Welfare: Farmers, Vets and Consumers Perspectives"

Ruminant Population Health Strategic Research Area Lead. Chair Athena Swan Self Assessment Team. Associate Professor in Epidemiology and Farm Animal Health, School of Veterinary Medicine and Science, University of Nottingham.

Dr Daniele Nosenzo on "Preferences for truth-telling"

Co-Director of the Centre for Decision Research and Experimental Economics (CeDEx), University of Nottingham. Associate Professor in Economics, School of Economics, University of Nottingham.

Prof Andrew Smith on "Choice Dynamics in Behavioural Data"

Director of the N-LAB, Director of MSc Business Analytics, University of Nottingham. Professor of Consumer Behaviour, Nottingham University Business School.

-- The Convenor of this Symposium is --

Dr Jonathan Tan

Director of the Centre for Research on the Behavioural Sciences (CRIBS) and the CRIBS Experimental Laboratory, University of Nottingham. Associate Professor of Economics, Nottingham University Business School.

This event is open to UoN faculty members, PhD students, and external delegates. Places are limited so please register for at the following link with as soon as possible: <https://www.eventbrite.co.uk/e/rpa-understanding-human-behaviour-cribs-annual-symposium-2018-on-preferences-market-and-society-tickets-46151407101>

Please refer to <https://www.nottingham.ac.uk/business/businesscentres/cribs/index.aspx> for programme updates and further details, which will be provided from time-to-time. Please contact susan.stocken@nottingham.ac.uk further details.