



UTS Behavioural Lab Conference 2024

Behavioural Science for Diversity, Equity, and Inclusion

Thursday 7th November 2024

UTS Business School, Building 8 Level 3



Welcome

About the Conference

Welcome to the UTS Behavioural Lab Conference 2024.

At the UTS Behavioural Lab, we are committed to advancing knowledge and driving impactful change by applying behavioural science to tackle real-world challenges. Our mission is to bridge the gap between research and practice, fostering innovation that supports a sustainable, equitable, and prosperous future.

In a rapidly evolving world, understanding human behaviour is essential to addressing pressing issues such as economic inequality and environmental sustainability. The UTS Behavioural Lab, part of the UTS Centre for Behavioural Science and Policy Design (CBSPD), is at the forefront of this effort, combining academic expertise with practical insights to influence positive behavioural shifts.

This conference serves as a platform to unite researchers, practitioners, and policymakers, creating a collaborative environment where ideas can be exchanged and new solutions can emerge. We are excited to bring together leading minds in the field to explore the ways in which behavioural science can be harnessed to create meaningful change.



Dr Elif Incekara-Hadalir
(Deputy Director and Acting Director)
Senior Lecturer
Economics Discipline Group



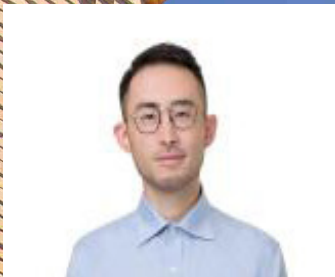
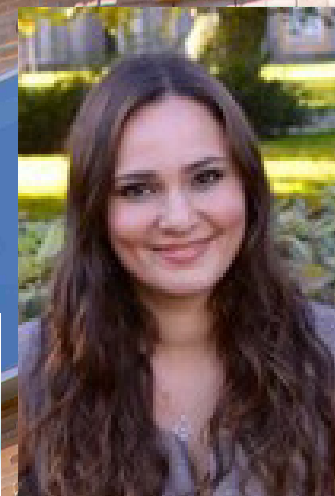
Dr Geetanjali Saluja
(Acting Deputy Director)
Senior Lecturer
Marketing Discipline Group

Conference Program

11:30am – 12:30am	Registration and lunch
12.30pm – 1:00pm	Introduction Dr Elif Incekara-Hafalir (UTS) Conference Opening Professor Prabhu Sivabalan , Pro Vice-Chancellor (Enterprise Learning) Acknowledgment of Country and the challenges that First Nations People face Professor Nareen Young and Aunty Glendra Stubbs
1:00pm – 1:40pm	Professor Jessica Pan (National University of Singapore) “The Evolution of Gender in the Labor Market”
1:40pm – 2:10pm	Blitz Presentations (UTS Economics) Professor Adeline Delavande : “Less Macho, More Mellow: The Malleability of Competitiveness” Aleksandra Erakhtina : “Colonisation, convicts and marriage market in Tasmania” Dr Elif Incekara-Hafalir : “Anticipating Misperceptions: Labour Market Outcomes of Muslim Minorities” Dr Maryam Naghsh Nejad : “Gendered Consequences of Caring Responsibilities” Gan Xu : “How would people’s behavioural characteristics affect MPC dynamics?”
2:10pm – 2:30pm	Break
2:30pm – 3:10pm	Dr Karen Tindall (Behavioural Insights Team) “Evidence-based actions that improve gender equality in the workplace”
3:10pm – 3:50pm	Professor David Brown (UTS) “Doing research that matters - including the uninvited.”
3:50pm – 4:10pm	Break
4:10pm – 4:40pm	Blitz Presentations (UTS Marketing) Ave Le Blanc : “She can sell me Nothing - The Shift from Social Media Influencer to Content Creator in the pursuit of Authenticity” Dr Taewoo Kim : “Artificial Intelligence and Consumer Behavior” Dr Eunbin O : “Perceived Efficacy and Climate Action” Dr Aristus Ochionuoha : “Consumer Beliefs and Responses to Equality-Based Initiatives”
4:40pm – 4:45pm	Conference Closing Dr Geetanjali Saluja
4:45pm – 5:45pm	Networking with drinks and nibbles



Our Speakers:





UTS

UNIVERSITY OF
TECHNOLOGY
SYDNEY



Guest Speaker

Jessica Pan

**Professor, Department of Economics,
National University of Singapore**

jesspan@nus.edu.sg

Professor Jessica Pan is Vice Provost (Graduate Education) at the National University of Singapore (NUS). She is also Dean of NUS Graduate School (NUSGS). Prior to that, she was Vice Dean of Academic Programmes at NUSGS, Deputy Head of Research at the Department of Economics, and Assistant Dean of Undergraduate Studies at the Faculty of Arts and Social Sciences (FASS).

A labour economist by training, Prof Pan has been highly recognised for her research on applied topics in gender, education, and immigration. In recognition of her research accomplishments, she was awarded the NUS Young Researcher Award in 2022, Dean's Chair in 2019, and the FASS Award for Promising Researcher in 2015. In 2020, she was elected as a fellow of the prestigious Econometric Society. She is also a Research Fellow at the Institute of Labor Economics, the leading international network in labour economics, and the Centre for Economic Policy Research.

Conference Talk

"The Evolution of Gender in the Labor Market"





Qualifications

B.A. – Economics (University of Chicago, 2005)

MBA – Economics (University of Chicago, Booth School of Business, 2010)

Ph.D – Economics (University of Chicago, Booth School of Business, 2010)

Representative Publications

Cortés, P., Pan, J., Pilossoph, L., Reuben, E., & Zafar, B. (2023). **Gender differences in job search and the earnings gap: Evidence from the field and lab.** The Quarterly Journal of Economics, 138(4), 2069-2126.

Cortés, P., & Pan, J. (2023). **Children and the remaining gender gaps in the labor market.** Journal of Economic Literature, 61(4), 1359-1409.

Bertrand, M., Cortes, P., Olivetti, C., & Pan, J. (2021). **Social norms, labour market opportunities, and the marriage gap between skilled and unskilled women.** The Review of Economic Studies, 88(4), 1936-1978.

Cortés, P., & Pan, J. (2019). **When time binds: Substitutes for household production, returns to working long hours, and the skilled gender wage gap.** Journal of Labor Economics, 37(2), 351-398.

Bertrand, M., Kamenica, E., & Pan, J. (2015). **Gender identity and relative income within households.** The Quarterly Journal of Economics, 130(2), 571-614.

Blitz Speaker

Adeline Delavande

Professor, Economics Discipline Group

UTS Business School

Adeline.Delavande@uts.edu.au

Adeline specializes in various fields in Applied Economics and Econometrics, including Development Economics, Health Economics, Education Economics and Labour Economics. Her research focuses on understanding how people's subjective beliefs and expectations about future events shape their current decisions in health, labour markets and education space. She has made major contributions to survey methodology for elicitation of such beliefs from individuals, and to economic analysis of the impact of these beliefs on people's behavior.

Conference Talk

“Less Macho, More Mellow: The Malleability of Competitiveness”





Qualifications

B.A. – Economics (HEC, Jouy-en-Josas, France, 1998)

Ph.D – Economics (Northwestern University, Evanston, Illinois,2004)

Representative Publications

Bhalotra, S., Delavande, A., Font-Gilabert, P., & Maselko, J. (2024). **Maternal investments in children: The role of expected effort and returns.** The Economic Journal, ueae059.

Purcell, H., Kohler, I. V., Ciancio, A., Mwera, J., Delavande, A., Mwapasa, V., & Kohler, H. P. (2024). **Mortality risk information and health-seeking behavior during an epidemic.** Proceedings of the National Academy of Sciences, 121(28), e2315677121.

Ciani, E., Delavande, A., Etheridge, B., & Francesconi, M. (2023). **Policy uncertainty and information flows: Evidence from pension reform expectations.** The Economic Journal, 133(649), 98-129.

Delavande, A., & Zafar, B. (2019). **University choice: The role of expected earnings, nonpecuniary outcomes, and financial constraints.** Journal of Political Economy, 127(5), 2343-2393.

Delavande, A., & Kohler, H. P. (2016). **HIV/AIDS-related expectations and risky sexual behaviour in Malawi.** The Review of Economic Studies, 83(1), 118-164.

Blitz Speaker

Aleksandra Erakhtina

PhD Candidate, Economics Discipline Group

UTS Business School

aleksandra.erakhtina@uts.edu.au

Aleksandra is a PhD student in the Economics Discipline at UTS Business School. Her research interests include both experimental methods for studying individual decision-making and time/risk preferences, and empirical methods for studying causal relationships in the economics of religion, education, and child development. She is interested in applying her skills to both real-world problems related to efficient decisionmaking and human capital accumulation, and to solving unanswered questions on the causal effects of historical processes and patterns on present-day outcomes, along with the underlying mechanisms of these relationships.

Conference Talk

“Colonisation, convicts and marriage market in Tasmania”



Qualifications

B.Sc. - Management (Novosibirsk State University, 2015)

M.Sc. - Economics (Novosibirsk State University, 2017)

M.Sc. - Economics (Paris School of Economics, 2017)

Postgrad. Degree - Economics (Institute of Economics and Industrial Engineering, 2021)



Blitz Speaker

Elif Incekara-Hafalir

Senior Lecturer (Assistant Professor)

Economics Discipline Group

UTS Business School

Elif.IncekaraHafalir@uts.edu.au

Dr. Elif Incekara-Hafalir is a Behavioral Economist employing experimental methods to delve into individual decision-making processes and their profound impact on crucial life outcomes such as education, employment, and wealth. With a passion for bridging theory with real-world applications, she actively seeks to utilize Behavioral Economics principles to address societal challenges, aiming to mitigate inequality, enhance gender equity, and foster positive outcomes for marginalized populations.

With a track record of impactful research, Dr. Incekara-Hafalir has made significant contributions to the field, with publications in top economics and management journals. Her expertise extends to conducting field experiments, where she has accumulated invaluable experience.

Conference Talk

"Anticipating Misperceptions: Labour Market Outcomes of Muslim Minorities"





Qualifications

B.S. – Industrial Engineering (Bilkent University, Turkey, 2001)

Ph.D. – Economics (Penn State University, June 2007)

Representative Publications

Incekara-Hafalir, E., Lee, G., Siah, A., & Xiao, E.. **Incentives to persevere.** Management Science. 2023, 69(9), pp 5378-5393.

Incekara Hafalir, E., Kumar, R., & Silva Goncalves, J. (2022). **The effect of payment medium on effort.** Economic Inquiry, 60(3), 1111-1126.

Incekara-Hafalir, E., Kim, E., & Stecher, J. D. (2021). **Is the Allais paradox due to appeal of certainty or aversion to zero?** Experimental Economics, 24(3), 751-771.

Incekara-Hafalir, E., & Linardi, S. (2017). **Awareness of low self-control: Theory and evidence from a homeless shelter.** Journal of Economic Psychology, 61, 39-54.

Incekara-Hafalir, E. (2015). **Credit card competition and naive hyperbolic consumers.** Journal of Financial Services Research, 47(2), 153-175.

Blitz Speaker

Maryam Naghsh Nejad

Senior Research Fellow

Centre for Health Economics Research and Evaluation (CHERE)

Maryam.NaghshNejad@uts.edu.au

Maryam is a Senior Research Fellow in the Centre for Health Economics Research and Evaluation (CHERE). The focus of her research has been on inequalities in health and economic outcomes. Her expertise are within applied economics and outcome evaluations. She is experienced in using a range of administrative data including MADIP, 45 and up, MBS and PBS in her research projects.

Prior to joining CHERE she worked as a Senior Research Associate at the Institute of Labor Economics (IZA) in Bonn, Germany. Maryam was the deputy director of Growth and Labor Markets in Low Income Countries (GLM-LIC) at IZA where she worked with academic and policy makers globally on labor market projects in various low income countries.

Conference Talk

“Gendered Consequences of Caring Responsibilities”





Qualifications

B.S.– Civil Engineering (Iran University of Science and Technology, 2006)

PhD – Economics (West Virginia University, 2013)

Representative Publications

Naghsh-Nejad, M., & Van Gool, K. (2024). **Impact of time of diagnosis on out-of-pocket costs of cancer treatment, a side effect of health insurance design in Australia.** *Health Policy*, 145, 105055.

Naghsh-Nejad, M., Yu, S., & Haywood, P. (2023). **Provider responses to the expansion of public subsidies in healthcare: The case of oral chemotherapy treatment in Australia.** *Social Science & Medicine*, 330, 116041.

Nejad, M. N., & Schurer, S. (2022). **Cognitive and non-cognitive abilities of immigrants: New perspectives on migrant quality from a selective immigration country.** *Journal of Economic Behavior & Organization*, 203, 107-124.

Kofol, C., & Naghsh Nejad, M. (2022). **Child Labour and the Arrival of Refugees: Evidence from Tanzania.** *Journal of African Economies*, 31(5), 467-486.

Nejad, M. N., & Young, A. T. (2016). **Want freedom, will travel: Emigrant self-selection according to institutional quality.** *European Journal of Political Economy*, 45, 71-84.

Blitz Speaker

Gan Xu

PhD Candidate, Economics Discipline Group

UTS Business School

Gan.Xu@uts.edu.au

Gan Xu received his bachelor degree in Money, Banking and Finance from the University of Birmingham with the Hargreave Beare award and then, went to University of Cambridge with the Christ's College Bursary and Cambridge International Trust Scholarship. He studied the degree of master of philosophy in economic research and graduated with distinction from Cambridge.

Gan took projects studying the inequality issues using China Household Income projects (CHIPs) back in Cambridge. Gan is now in his final year of PhD at UTS and his main research areas focus on consumption and is working on developing the behavioural life-cycle model.

Conference Talk

"How would people's behavioural characteristics affect MPC dynamics?"



Qualifications

B.S. - Banking and Finance (University of Birmingham, 2012)

MPhil - Economics (University of Cambridge, 2015)

M.S. - Statistics (UNSW, 2021)



Guest Speaker

Karen Tindall

Principal Advisor
The Behavioural Insights Team
karen.tindall@bi.team

Dr Karen Tindall is a Principal Advisor with the Behavioural Insights Team, based in Canberra. Her work focuses on education, health, gender, and online harms. She holds a PhD in Political Science from the Australian National University, in the field of public sector crisis management. Prior to joining the Behavioural Insights Team, Karen was a postdoctoral research fellow at the ANU Research School of Psychology, specialising in a social identity approach to behaviour change.

Qualifications

B.A. – International Relations (ANU, 2006)
B.A. (Honours) – International Relations (ANU, 2007)
Ph.D. – Public Administration (ANU, 2012)

Conference Talk

Evidence-based actions that improve gender equality in the workplace”



Guest Speaker

David Brown

**Professor, Accounting Discipline Group
UTS Business School**
David.Brown@uts.edu.au

David Brown is a Professor in the business school at the University of Technology Sydney. His research, teaching, and external engagement is primarily focused on how to design and use management and accounting systems to address behavioral, decision making and coordination problems in organizations, and determinants of performance. The context for David's research spans aged care, environmental sustainability, mental models and decision making, interorganisational research contracting, open strategy and innovation, sustainable agriculture, and research performance in universities.

David is co-founder and co-director of the UTS Ageing Research Collaborative (UARC), a six faculty pan university network of researchers focused on enabling social, economic, and environmental care and support for ageing Australians. Nested within UARC is the Australian Aged Care Sector biannual report, the Star Ratings Dashboard, and programs of research including multidimensional models of aged care systems, and determinants of organisational and sector performance.

Conference Talk

"Doing research that matters - including the uninvited."



Representative Publications

Lewis, R. L., Sutton, N., & Brown, D. A. (2024). **How senior managers use interactive control to manage strategic uncertainties: An attention-based view.** *Management Accounting Research*, 62, 100864.

McAllister, G., Sutton, N. C., Brown, D. A., Parker, D., Lewis, R., Rawlings-Way, O., ... & Harrison, B. (2024). **Using public inquiries as a data source for accounting research: a systematic review.** *European Accounting Review*, 33(4), 1315-1341.

Brown, D. A., Ma, N., Yang, J. S., Sutton, N., McAllister, G., Parker, D., ... & Lewis, R. L. (2023). **The impact of business model workforce configurations on value creation and value appropriation in the Australian aged care sector.** *Australian Journal of Management*, 48(3), 495-523.

Sutton, N., & Brown, D. A. (2021). **Beyond the decision to ally: Constraints on adapting to emergent control risks.** *Management Accounting Research*, 52, 100756.

Thambar, P. J., Brown, D. A., & Sivabalan, P. (2019). **Managing systemic uncertainty: The role of industry-level management controls and hybrids.** *Accounting, Organizations and Society*, 77, 101049.

Blitz Speaker

Ave Le Blanc

PhD candidate, Marketing Discipline Group

UTS Business School

ave.s.leblanc@student.uts.edu.au

Ave is a researcher specializing in social marketing for health and social change, focusing on identifying precise, evidence-based applications of commercial marketing and advertising strategies to drive behaviour change, particularly in the Global South. She has extensive experience in both commercial and social marketing within the Caribbean, utilizing both online and offline platforms. In the past, she developed social marketing campaigns aimed at promoting breast cancer awareness and environmental sustainability. Ave is currently collaborating with the Pan American Health Organization/World Health Organization (PAHO/WHO) to build context-specific evidence that informs behaviour change strategies for lifetime vaccine uptake across the Anglophone Caribbean region. Her PhD study explores how gender dynamics shape the Social Media Influencer (SMI) domain in the context of Trinidad and Tobago.

Conference Talk

“She cyar sell me Nothing - The Shift from Social Media Influencer to Content Creator in the pursuit of Authenticity”



Qualifications

AAS – Journalism / Public Relations (COSTAATT, 2006)

B.A. (Hons) – Media & Communications (Social Marketing) (UWI, 2011)

M.A. – Education, Health Promotion & International Development (UCL, 2017)

PC – Digital Strategy (Lok Jack GSB, 2020)



Blitz Speaker

TaeWoo Kim

Senior Lecturer, Marketing Discipline Group
UTS Business School
TaeWoo.Kim@uts.edu.au

Dr. TaeWoo Kim is recognized for his research on technologies and human decision-making. As one of the pioneers in his research topic area, TaeWoo's studies how technologies influence the way people perceive, think, and make decisions. His works were published in FT50 and ABDC A* marketing and psychology journals, including the Journal of Marketing, Journal of Academy of Marketing Science, European Journal of Marketing, Journal of Service Research, Psychological Science, and Personality and Social Psychology Bulletin. His research was featured in various media outlets, including the Wall Street Journal, Harvard Business Review, The Conversation, ABC Radio and Canada's CBC Radio.

Conference Talk

“Artificial Intelligence and Consumer Behavior”





Qualifications

M.S. – Economics (Purdue University Krannert School of Management)

M.S. – Statistics (University of Iowa)

Ph.D – Marketing (Indiana University-Kelley School of Business)

Representative Publications

Kim, T. W., & Duhachek, A. (2023). **Artificial Intelligence and Consumer Psychology**. Cambridge Handbook of Consumer Psychology. Cambridge Handbook of Consumer Psychology (2nd Edition, Eds. Derek Rucker, Cait Lamberton, Stephen Spiller), Ch.9, pp 247-70.

Garvey, A. M., Kim, T., & Duhachek, A. (2023), **Bad News? Send a Robot. Good News? Send a Human**, Journal of Marketing (ABDC A*, FT50), 87(1), 10-25.

Kim, T., Hye Jin Lee, Kim, M., Kim, S., & Duhachek, A (2023), **AI increases unethical consumer behavior due to reduced anticipatory guilt**, Journal of Academy of Marketing Science (ABDC A*, FT50), 51, 785-801. (Special Issue: AI and Robotics in the Retail and Service Sector)

Kim, T. W., Jiang, L., Duhachek, A., Lee, H., & Garvey, A. (2022). **Do you mind if I ask you a personal question? How AI service agents alter consumer self-disclosure**. Journal of Service Research (ABDC A*), 25(4), 649-666.

Kim, T. W., & Duhachek, A. (2020). **Artificial intelligence and persuasion: A construal-level account**. Psychological science (ABDC A*), 31(4), 363-380.

Blitz Speaker

Eunbin O

Postdoctoral Research Associate
Marketing Discipline Group
UTS Business School
eunbin.O@uts.edu.au

Eunbin O's research focuses on consumer behavior and financial well-being. Her previous work includes a notable stint at the Centre for Happiness Studies in Korea, where she contributed to a longitudinal project on well-being and happiness. She's dedicated to unraveling the intricacies of human behaviour and its impact on our world.

Conference Talk

"Perceived Efficacy and Climate Action"





Qualifications

BA, Psychology (SUNY Albany, 2015)

MA, Social Psychology (Seoul National University, 2018)

Ph.D – Marketing (USYD, 2024)

Working Papers

O, E., Garbarino, E., Lee, J. (2023). **Examination of the effects of horizontal and vertical cultural orientations on materialism and status consumption behaviour**

O. E., Camilleri, A.R., Newell, B. R. (2024). **The impact of climate and financial literacy on consumer willingness to decarbonise: The role of efficacy and environmental values.**



Blitz Speaker

Aristus Ochionuoha

Lecturer, Marketing Discipline Group

UTS Business School

Aristus.Ochionuoha@uts.edu.au

Aristus Ochionuoha is a Lecturer in Marketing at the University of Technology Sydney. Aristus' research is in consumer behaviour, focusing on consumer well-being and marketing communications. He investigates how consumers' beliefs impact their decisions and reactions to different marketing activities, such as social marketing campaigns, sustainable consumption, marketing promotions, and innovative marketing practices. Aristus is an early career academic and holds a PhD in marketing from the University of Technology Sydney.

Conference Talk

“Consumer Beliefs and Responses to Equality-Based Initiatives”





Qualifications

B.Sc. – Marketing (University of Nigeria, Nsukka, 2012)

M.Sc. – Marketing (University of Nigeria, Nsukka, 2018)

Ph.D – Marketing (UTS, 2024)

Working Papers:

Ochionuoha, A., Saluja, G., Chan, E., “**Corporate Activism and the Politics of Ideology**” Proceedings of the 2024 Australian and New Zealand Marketing Academy (ANZMAC) Conference (Forthcoming), Hobart, Australia.

Ochionuoha, A., & Thaichon, P., “**Improving the Value of Corporate Activism through Brand Trust and Legitimacy**” Proceedings of the 2024 ANZMAC Conference (Forthcoming), Hobart, Australia.

Ochionuoha, A., Saluja, G., & Septianto, F., “**How Beliefs Impact Consumer Responses to Corporate Racial Equity Initiative**” Proceedings of the 2023 ANZMAC Doctoral Colloquium and Conference, Dunedin, New Zealand.

business.uts.edu.au

Contact Us

Dr Elif Incekara-Hafalir
Deputy Director and Acting Director
Dr Geetanjali Saluja
Acting Deputy Director

BehaviouralLab@uts.edu.au

Connect with us



UTSBusiness



UTS_Business



UTS_Business

DISCLAIMER: The information in this brochure is correct as at October 2024. Changes in circumstances after this date might alter the accuracy or currency of the information. UTS reserves the right to alter any content described in this brochure without notice. Readers are responsible for verifying information that pertains to them by contacting the university.

Images: Toby Burrows, Andrew Warssum
Designed by Jianhua Li and Candice Gouck
Edited by Elif Incekara-Hafalir and Jianhua Li