

UTS Behavioural Lab Conference 2023

**BEHAVIOURAL SCIENCE FOR SUSTAINABLE FUTURES:
Nudging Change in a Changing Climate**

Tuesday 7 November 2023

11:30am - 5:00pm

UTS Business School, Building 8

Level 3, Room 005 (CB08.03.005)

In partnership with

GAABS



Welcome

About our conference

The vision of the UTS Business School is to be socially-committed and focused on developing and sharing knowledge for an innovative, sustainable, prosperous economy in a fairer world.

One of the key challenges facing the world today is climate change. Addressing this threat requires both behaviour and policy change.

Members of the UTS Behavioural Lab, which is part of the UTS Centre for Behavioural Science and Policy Design (CBSPD), have the knowledge, skills, and motivation to apply behavioural science to encourage more sustainable behaviours and policies.

Accomplishing our vision requires bringing together the people who study behavioural science and those who put it into practice.

That's precisely what this conference aims to do - connect these two groups of experts.



Dr Adrian Camilleri
Associate Professor
Marketing Discipline Group



Conference Program

11:30am - 12:30pm

Registration and lunch

12:30pm - 12:45pm

Welcome

- Welcome and introduction from the Director, **A/Professor Adrian Camilleri** and **Nathalie Spencer** Asia Pacific Chapter Lead, GAABS
- Acknowledgement of Country and conference opening, **Professor Prabhu Sivabalan**, Acting Pro-Vice Chancellor (Enterprise Learning)

12:45pm - 1:10pm

Professor John Duffy (University of California, Irvine)

“Trade, voting and ESG policies: Theory and evidence”

1:10pm - 1:40pm

Blitz Presentations (UTS Economics Discipline Group)

Dr Nathan Kettlewell: “Encouraging university students to use a mental health smartphone app”

Liqing Chen: “Instant deposit and delayed withdrawal: How does the design of online gambling platforms affect gambling decisions?”

Dr Benjamin Young: “Gross return illusion and fee aversion in mutual fund choice”

Professor Mikhail Anufriev: “Complexity aversion in choice”

Aleksandra Erakhtina: “Decision making over time”

1:40pm - 1:55pm

Break

1:55pm - 2:20pm

Professor Matthew Hornsey (The University of Queensland)

“A toolkit for understanding (and reducing) climate change scepticism”

Continue overleaf



Conference Program (Continued)

2:20pm - 2:45pm

Dave Trudinger and Clare Power (NSW Behavioural Insights Unit)

“Behaviour Smart: Connecting research and practice”

2:45pm - 3:00pm

Break

3:00pm - 3:25pm

Professor Sara Dolnicar (The University of Queensland)

“How behavioural science can help increase sustainability behaviour in the most unlikely of contexts: On vacation”

3:25pm - 3:55pm

Blitz Presentations (UTS Marketing Discipline Group)

A/Professor Natalina Zlatevska: “Health & well-being, so-what and what next?”

A/Professor Adrian Camilleri & Eunbin O: “Improving consumer’s financial sustainability behaviour”

Dr TaeWoo Kim: “How AI changes ingroup versus outgroup categorisation”

Dr Jake An: “The relationship between gambling and investing”

Nathan Moore: “Promoting eco-friendly purchases through personalised nudges”

3:55pm - 4:00pm

Conference closing

Professor Mikhail Anufriev, Deputy Director

4:00pm - 5:00pm

Networking with drinks and nibbles



Guest Speaker

John Duffy

Professor, Economics Discipline Group
University of California, Irvine
duffy@uci.edu

John Duffy is Professor of Economics at the University of California, Irvine (UCI). He is also affiliated with the Institute of Social and Economic Research (ISER) at Osaka University. John's research interests are in behavioural and experimental economics, game theory, finance and macroeconomics. He has published widely in top general interest and field journals in economics. John is currently co-editor of the journal *Experimental Economics* and is co-director of UCI's Experimental Social Science Laboratory (ESSL).

Conference Talk

"Trade, voting, and ESG policies: Theory and evidence."



Qualifications

Ph.D., Economics (University of California, Los Angeles, 1992)

M.A., Economics (University of California, Los Angeles, 1988)

A.B., Economics, with High Honors (University of California, Berkeley, 1986)

Recent Publications

Duffy, J., Jiang, J.H. & Xie, H., (forthcoming), **Pricing indefinitely lived assets: Experimental evidence.** Management Science.

Duffy, J., Friedman, D., Rabanal, J.P. & Rud, O. (forthcoming). **The impact of ETF index inclusion on stock prices,** Management Science.

Arifovic, J., Duffy, J. & Jiang, J.H., (2023). **Adoption of a new payment method: Experimental evidence.** European Economic Review 154, 104410.

Anufriev, M., Duffy, J. & Panchenko, V., (2022), **Learning in two-dimensional beauty contest games: Theory and experimental evidence.** Journal of Economic Theory 201, 105417.

Duffy, J. & Lafky, J., (2021). **Social conformity under evolving private preferences.** Games and Economic Behavior 128, 104-124.



Blitz Speaker

Nathan Kettlewell

Senior Lecturer, Economics Discipline Group

UTS Business School

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Nathan Kettlewell is a research affiliate of the ARC Centre of Excellence for Children and Families over the Life Course and the Institute of Labor Economics (IZA). Nathan's research falls primarily in the areas of health and wellbeing, policy evaluation and behavioural decision making. His research has appeared in journals such as Journal of Human Resources, Journal of Economic Behavior & Organization and Health Economics, among others.

Conference Talk

“Encouraging university students to use a mental health smartphone app.”



Blitz Speaker

Liqing Chen

PhD Candidate, Economics Discipline Group

UTS Business School

liqing.chen@student.uts.edu.au

Liqing's research interests are in applied economics, with a focus on topics of education, gender, behavioural, and labour. Her work ranges from studying how intervention for university students affects their skills perception and investment to how active labour market policies affect labour market outcomes for the aging population. More recently, she is working on a range of different projects with The Behavioural Insights Team.

Conference Talk

“Instant deposit and delayed withdrawal: How does the design of online gambling platforms affect gambling decisions?”

Qualifications

B.Bus. – (1st class Honours & University Medal) - Economics (University of Technology Sydney, 2018)

B.Bus. – Economics and Finance (University of Technology Sydney, 2017)



An aerial photograph of a modern building's exterior. The building features a prominent vertical green wall on the right side, densely packed with various green plants. A person in a red top and dark pants is walking up a set of stairs in the center. The building's facade is composed of light-colored panels and dark window frames. The overall scene is brightly lit, suggesting a sunny day.

“

Let's roll up our sleeves and work together - scientists, industry leaders, and policy-makers - toward nudging sustainable behaviour for a greener future. It's time for pragmatic collaboration to combat climate change “

Blitz Speaker

Benjamin Young

Postdoctoral Research Associate

Economics Discipline Group, UTS Business School

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Benjamin Young is a postdoctoral research fellow in the Economics Department Group. He is a behavioural economist, working on both theoretical and experimental topics. His current research interest is in the role that incentives play in shaping peoples' perceptions of their preferences and beliefs.

Conference Talk

“Gross return illusion and fee aversion in mutual fund choice.”



Qualifications

B.Bus. – Ph.D Economics (Princeton University, 2018)

MA - Economics (Princeton University, 2011)

Bachelor of Economics (University of Queensland, 2011)

Working papers

Anufriev, M., Young, B., Duff, J., Panchenko, V. (2023). **(Re-)Inventing the Traffic Light: Designing Recommendation Devices for Play of Strategic Games**

Balzer, B., Young, B. (2023). **Mechanism Design with Endogenous Perception**

Balzer, B., Young, B. (2023). **Bounded Cognition as Bargaining Power**

Balzer, B., Young, B. (2023). **Expectations or Rational Expectations? A Theory of Systematic Goal Deviation**

Young, B., Anufriev, M., Panchenko, V., Tuinstra, J. (2023). **Gross Return Illusion and Fee Aversion in Mutual Fund Choice**



Blitz Speaker

Mikhail Anufriev

Professor, Economics Discipline Group

UTS Business School

mikhail.anufriev@uts.edu.au

Mikhail Anufriev is a Professor of Economics at UTS. His interests encompass experimental economics, bounded rationality and learning, complexity, and economic and social networks. His research is characterised by a synthesis of theory, experiments, and computer simulations, aimed at comprehending the dynamic economic processes within systems featuring feedback loops between individual choices and aggregate market dynamics. He served as the head of the Economic Dynamics Group (EDG) at UTS from 2016 to 2021, held a research fellowship at the Institute for Advanced Study (IAS) at the University of Amsterdam (2022-2023), and is currently the acting Deputy Director of the Behavioural Lab at UTS. He is an associate editor for the Journal of Economic Dynamics and Control, the Review of Behavioral Economics, and annual special issue of Industrial and Corporate Change.

Conference Talk

“Complexity aversion in choice.”



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 decision-making 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

“Decision making over time.”



Qualifications

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

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

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

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

Guest Speaker

Matthew Hornsey

**Professor, Economics Discipline Group
The University of Queensland**
m.hornsey@business.uq.edu.au

Matthew Hornsey is Professor at The University of Queensland and is a social psychologist who works on themes of intergroup communication, trust, and sustainability. His most recent work focuses on understanding people's motivations to reject scientific consensus, including the psychology of vaccination and climate scepticism. He is currently an ARC Laureate Fellow, working with a team of multidisciplinary scholars to anticipate and defuse obstacles to rapid decarbonisation of the global economy.

Conference Talk

“A toolkit for understanding (and reducing) climate change scepticism.”



Qualifications

Ph.D – Social Psychology (University of Queensland, 1999)

BA (Hons) (The University of Queensland)

Recent Publications

Hornsey, M. J., & Lewandowsky, S. (2022). **A toolkit for understanding and addressing climate scepticism.** *Nature Human Behaviour*, 6, 1454–1464.

Morrison, T. H., Adger W. N., Agrawal, A., Brown, K., Hornsey, M. J., Hughes, T. P., Jain, M., Lemos, M. C., McHugh, L., O'Neill, S., & Van Berkel, D. (2022). **Radical interventions for climate-impacted systems.** *Nature Climate Change*, 12, 1100–1106.

Hornsey, M. J., & Fielding, K. S. (2020). **Understanding (and reducing) inaction on climate change.** *Social Issues and Policy Review*, 14, 3-35.

Hornsey, M. J., Harris, E. A., & Fielding, K. S. (2018). **Relationships among conspiratorial beliefs, conservatism and climate scepticism across nations.** *Nature Climate Change*, 8, 614-620.

Hornsey, M. J., Harris, E. A., Bain, P. G., & Fielding, K.S. (2016). **Meta-analyses of the determinants and outcomes of belief in climate change.** *Nature Climate Change*, 6, 622-626.



Industry Speakers

Dave Trudinger

Director, NSW Behavioural Insights Unit

NSW Department of Customer Service

dave.trudinger@customerservice.nsw.gov.au

Dave Trudinger's diverse career has seen him work in consultancy, frontline community services, academia and government across several Australian jurisdictions and the U.K. He brings a focus on demonstrating impact, supporting frontline delivery and empowering public service partners. Dave's PhD included exploration of how and why psychology was applied in a range of professions and public policy in twentieth century Australia.

Conference Talk

"Behaviour Smart: Connecting research and practice."



Clare Power

Manager, NSW Behavioural Insights Unit
NSW Department of Customer Service
clare.power@customerservice.nsw.gov.au

Clare Power is a manager in the NSW Behavioural Insights Unit and has worked in the unit for over 6 years. Clare has led projects across many different portfolios, partnering with the NSW Police, primary school teachers, court staff, app developers and many more to make impact using behavioural science. As well as some trial work, Clare is currently leading the unit's effort on capability building, partnering with public servants from across the sector to build behavioural science expertise.

Conference Talk

“Behaviour Smart: Connecting research and practice.”



Guest Speaker

Sara Dolnicar

Professor, Economics Discipline Group

The University of Queensland

s.dolnicar@uq.edu.au

Sara Dolnicar is a Professor at The University of Queensland and an Australian Research Council Laureate Fellow. Sara develops and experimentally tests theory-informed practical measures that trigger pro-environmental consumer behaviour. She is a dedicated Ph.D supervisor and mentor with over 300 papers and won more than 30 awards for her work. She was named Slovenian Ambassador of Science in 2016, the highest honour the Republic of Slovenia bestows on expatriate Slovenian researchers in recognition of global excellence, impact, and knowledge transfer. Sara's research is driven by curiosity and the desire to create change.

Conference Talk

“How behavioural science can help increase sustainability behaviour in the most unlikely of contexts: On vacation.”



Blitz Speaker

Natalina Zlatevska

Associate Professor, Marketing Discipline Group

UTS Business School

natalina.zlatevska@uts.edu.au

Natalina Zlatevska is Associate Head (Research) of the Marketing Department and Associate Professor of Marketing at the University of Technology Sydney. She is also Associate Editor, Marketing for the Australian Journal of Management. Her interests include the study of marketing influences on eating behaviour, self-regulation, and cognition. Her research has been published in the Journal of Marketing, Journal of Consumer Psychology, Journal of Retailing, International Journal of Research in Marketing, Journal of Business Research, European Journal of Marketing, and Journal of the Association for Consumer Research among others.

Conference Talk

“Health & well-being, so-what and what next?”



Blitz Speaker

Adrian Camilleri

Associate Professor, Marketing Discipline Group

UTS Business School

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Adrian Camilleri uses experimental and survey research methods to understand, explain, and predict the cognitive processes underlying judgment and decision-making, and the application of this knowledge to environmental, financial, health, managerial, and consumption contexts. His interdisciplinary research has been published in a broad range of top academic journals in the fields of psychology, marketing, economics, and management.

Adrian has consulted for companies such as Netflix, The Commonwealth Bank of Australia, and Boehringer Ingelheim.

Conference Talk

“Improving consumer’s financial sustainability behaviour.”



Qualifications

B. Psychology – Honours (UNSW, 2008)

M. Psychology – Organisational (UNSW, 2012)

Ph.D – Psychology (UNSW, 2012)

Recent Publications

Camilleri, A. R., Dankova, K., Ortiz Gomez, J. M., & Neelim, A. (2023). Increasing worker motivation using a reward scheme with probabilistic elements. *Organizational Behavior and Human Decision Processes*.

Camilleri, A. R. & Sah, S. (2021). **Amplification of the status quo bias among physicians making medical decisions**. *Applied Cognitive Psychology*, 35(6), 1374-1386.

Camilleri, A. R. & Larrick, R. P. (2019). **The collective aggregation effect: Aggregating potential collective action increases prosocial behavior**. *Journal of Experimental Psychology: General*, 148(3), 550-569.

Camilleri, A. R., Cam, M., & Hoffmann, R. (2019). **Nudges and signposts: The effect of smart defaults and pictographic risk information on retirement saving investment choices**. *Journal of Behavioral Decision Making*, 32(4), 431-449.

Camilleri, A. R., Larrick, R. P., Hossain, S., & Patino-Echeverri D. (2019). **Consumers underestimate the emissions associated with food but are aided by labels**. *Nature Climate Change*, 9, 53–58.



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 behaviour, culture, political ideology, and behavioural experimental studies. 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

"Improving consumer's financial sustainability behaviour."



Qualifications

BA, Psychology (SUNY Albany, 2015)

MA, Social Psychology (Seoul National University, 2018)

Ph.D, Marketing (The University of Sydney Business School, under examination, exp. 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**

Hermoso, E., O, E., Hannon, O., Guan, B., Jung, K. (2023). **Application of similarity principle in nudging people's scam prevention/protection behaviour**



Blitz Speaker

TaeWoo Kim

Lecturer, Marketing Discipline Group

UTS Business School

taewoo.kim@uts.edu.au

As one of the pioneers in his research topic area, TaeWoo's research focuses on examining the impact of modern technologies, such as AI, on consumer decision-making. His works were published in top 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, among others. His research was also featured in various media outlets, including Wall Street Journal, Harvard Business Review, The Conversation, and the interviews with Sydney's ABC Radio and Canada's CBC Radio, among others.

Conference Talk

"How AI changes ingroup versus outgroup categorisation."



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)

Recent Publications

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

Kim, TaeWoo, Hye Jin Lee, Michelle Kim, Sunah Kim, and Adam Duhachek (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, TaeWoo, Li Jiang, Adam Duhachek, Hye Jin Lee, and Aaron Garvey (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), 499-504. (Special Issue on “AI Service and Emotion)

Kim, TaeWoo, Adam Duhachek, Kelly Herd, and Sunah Kim (2022), **Toward a goal-based paradigm of contagion**, European Journal of Marketing (ABDC A*), 56(8), 2105-2137

Kim, TaeWoo, Adam Duhachek, Pablo Briñol, and Richard Petty (2021), **How Posting Online Reviews Influences the Poster’s Evaluations**, Personality and Social Psychology Bulletin (ABDC A*), 47(9), 1401-13.



Blitz Speaker

Jake An

Lecturer, Marketing Discipline Group

UTS Business School

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Jake An is a lecturer at UTS Business School since April 2022. He has led research and development at Raiz Investment, a fintech company with over 600,000 active customers, between 2017 and 2022. Jake's research focuses on enhancing new technologies that multiply social impact such as goal enabling technology, social investing technology and carbon offset program technology. His works have been published in international peer-reviewed academic journals such as Management Science and Journal of Marketing. His works have been cited in media including AdvisorVoice, Business Think and Finder. One of his works received the Finalist for Best Communications Campaign in the Australian FinTech Awards in 2018. He has taught digital marketing at UNSW, and Customer Analytics and CRM at the University of Sydney as a lecturer and unit coordinator, where he received the Dean's Teaching Award.

Conference Talk

"The relationship between gambling and investing."



Qualifications

B.Com – Honours - Marketing (University of New South Wales, 2013)

Ph.D – Marketing (University of New South Wales, 2018)

Recent Publications

An, J., Briley, D., Danziger, S., & Levi, S. (2022). **The Impact of Social Investing on Charitable Donations.** Management Science.

Liu, Z., Wang, X., Li, Y., Yao, L., An, J., Bai, L., & Lim, E. P. (2022). **Face to purchase: Predicting consumer choices with structured facial and behavioral traits embedding.** Knowledge-Based Systems, 235, 107665.

Golder, P. N., Dekimpe, M. G., An, J. T., van Heerde, H. J., Kim, D. S. U., & Alba, J. W. (2022). **EXPRESS: Learning from Data: An Empirics-First Approach to Relevant Knowledge Generation.** Journal of Marketing, forthcoming.

An, J., Do, D. K. X., Ngo, L. V., & Quan, T. H. M. (2019). **Turning brand credibility into positive word-of-mouth: integrating the signaling and social identity perspectives.** Journal of Brand Management, 26(2), 157-175.

Septianto, F., An, J., Chiew, T. M., Paramita, W., & Tanudharma, I. (2019). **The similar versus divergent effects of pride and happiness on the effectiveness of loyalty programs.** Journal of Business Research, 99, 12-22.



Blitz Speaker

Nathan Moore

Ph.D Candidate, Marketing Discipline Group

UTS Business School

nathaniel.e.moore@student.uts.edu.au

Nathan Moore is a first-year Ph.D student at UTS Business School. With a keen interest in understanding human behaviour and its impact on the environment, Nathan is dedicating his doctoral research to exploring areas of consumption that are believed to have the most significant influence on climate change. Nathan is currently involved in developing targeted interventions aimed at encouraging the adoption of electric cars. Nathan's work is rooted in the understanding that individual differences in attitudes and cognitive styles necessitate a dynamic approach to promoting sustainable behaviour. He seeks to optimise the delivery of nudges, pondering the most effective methods to encourage eco-friendly purchases.

Conference Talk

"Promoting eco-friendly purchases through personalised nudges."



Qualifications

BSc (Hons) – Applied Psychology (The University of Brighton, 2018)

MSc – Applied Social Cognition (University College London, 2022)



Contact Us

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Mikhail Anufriev | Acting Deputy Director
BehaviouralLab@uts.edu.au

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Designed by Candice Gouck
Edited by Adrian Camilleri and Mikhail Anufriev