BX Arabia 2020

20 - 21 December, 2020 – GMT+2:00 (Beirut Time)

Sunday, December 20th

English sessions delivered virtually over Cisco Webex

14:00 - 14:15 Opening and Welcome Address

14:15 - 15:30 Applications of Behavioral Science in Promoting Awareness, Adoption and Compliance with COVID-19 Preventive Measures

**Moderator:** Dr. Ali Osseiran – Vice President of Academic Affairs at Nudge Lebanon

**Speakers:**
- Prof. Grant Donnelly – Assistant Professor of Marketing at The Ohio State University and Core Faculty of the Sustainability Institute
- Prof. Dario Krpan – Assistant Professor in Behavioral Science at London School of Economics and Political Science (LSE)
- Prof. Umar Taj – Associate Professor in Behavioral Science at Warwick Business School and an Executive Teaching Fellow in Behavioral Decision Science at London School of Economics and Political Science (LSE)
- Paola Schietekat Sedas – Senior Behavioral Scientist at B4Development

15:30 - 16:45 The New Normal in Teaching and Learning: Behavioral Science Perspectives

**Moderator:** Maha Haidar-Makki – Co-Founder of Nudge Lebanon and Director of MasterCard Foundation Scholars Program, AUB

**Speakers:**
- Dr. Saouma Boujaoude – Associate Dean of the Faculty of Arts and Sciences, AUB; Member of the Board of Trustees, Nudge Lebanon
- Ammaarah Martinus – Director of Policy, Research and Analysis at the Western Cape Government in South Africa
- Dr. Neela Saldanha – Applied Behavioral Scientist

16:45 - 18:00 Preventing Violent Extremism: Pioneering the Use of Behavioural Science

**Moderators:**
- Jennifer Colville – Innovation Team Lead, Arab States, United Nations Development Programme
- Dr. Fadi Makki – Advisor to the Secretary General for the Supreme Committee for Delivery and Legacy; Head of B4Development and Founder of Nudge Lebanon

**Speakers:**
- Nasser El Khor – Director of Programmes at Generation Amazing, Supreme Committee for Delivery & Legacy
- Ali Muntasir – Head of Experimentation/ Youth Focal Point at UNDP
- Dr. Jon Roozenbeek – Postdoctoral Researcher, Department of Psychology, University of Cambridge
- Nika Saeedi – Team Leader a.i., Prevention of Violent Extremism (PVE)
- Nabil Saleh – Vice President of Strategy at Nudge Lebanon
**Monday, December 21st**

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| 13:30 - 14:45 | **Applying Behavioral Science to Organizations: New Normal, New Opportunity**  
Moderator: Prof. Lori Foster – Professor of Industrial-Organizational Psychology, North Carolina State University; Former Member of the White House Social & Behavioral Sciences Team (SBST)  
Speakers:  
- May Al Jaber – Organizational Effectiveness Director at Qatar Foundation  
- Hani Nabeel – Chief Behavioral Scientist at iPsychTec  
- Faisal Naru – Head of Strategic Management and Coordination of the OECD’s Executive Director  
- Saud Al Rakhayes – Senior Behavioral Strategist |
| 14:45 - 16:00 | **Applying a Behavioral Science Lens to Emerging Mental Health Issues Post COVID-19**  
Moderator: Dr. Chaning Jang – CEO and a Co-Founder of Busara Center for Behavioral Economics  
Speakers:  
- Prof. Rima Afifi – Professor in the Department of Community and Behavioral Health, College of Public Health, University of Iowa  
- Dr. Rabih Chammay – Head of the National Mental Health Programme at the Ministry of Public Health in Lebanon  
- Prof. Ivo Vlaev – Professor in Behavioral Science at Warwick Business School  
- Jana Kontar – Senior Behavioral Scientist, B4Development |
| 16:00 - 17:00 | **Keynote Address**  
Prof. Cass Sunstein – Robert Walmsley University Professor at Harvard Law School, and co-author of 'Nudge' |
| 17:00 - 18:00 | **Applying Behavioral Science in Times of Crisis and Global Change**  
Moderator: Meghann Perez – Senior Associate at ideas42  
Speakers:  
- Dr. Mareike Schomerus – Vice President of Busara Center for Behavioral Economics  
- Dr. Chiara Varazzani – Lead Behavioral Scientist at the Organization for Economic Cooperation and Development (OECD)  
- Allison Zelkowitz – Founder of CUBIC – the Center for Utilizing Behavioral Insights for Children  
- Ahmad Baasiri – Vice President of Communications at Nudge Lebanon |
| 18:00 - 19:00 | **Keynote Address**  
Prof. Dilip Soman – Canada Research Chair in Behavioral Sciences and Economics at the University of Toronto’s Rotman School of Management and Director of Behavioral Economics in Action Research Centre at Rotman |
| 19:00 - 19:15 | **Closing** |