

BX Arabia 2020

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

Sunday, December 20th

Arabic session delivered virtually over [ZOOM](#)

09:00 - 10:30



هارفارد بزنس ريفيو

تطبيقات العلوم السلوكية في المنطقة العربية: التحديات والرؤى المستقبلية

حمود المحمود - رئيس تحرير "هارفارد بزنس ريفيو العربية" و "بوابة الاقتصادي.كوم"

وسيط الجلسة:

المتحدثون:

- صاحب السعادة الدكتور خالد مهدي - الأمين العام للمجلس الأعلى للتخطيط والتنمية بدولة الكويت
- الدكتور منذر اليوسعيدي - مدير المشروع لوحدة الاقتصاد السلوكي في وزارة الاقتصاد في سلطنة عمان
- الدكتور محمد الكومي - بروفيسور في الاقتصاد ومدير مختبر اتخاذ القرار السلوكي والاقتصادي في الجامعة الأمريكية بالقاهرة - مصر
- الدكتور فادي مكي - مستشار الأمين العام للجنة العليا للمشاريع والارث؛ مدير وحدة الرؤى السلوكية بهدف التنمية، ومؤسس الجمعية اللبنانية للاقتصاد السلوكي - نادج لبيانون

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 Khori – 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

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. Channing Jang – CEO and a Co-Founder of Busara Center for Behavioral Economics

Speakers:



- Prof. Rima Affi – 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**