



# UTS Behavioural Laboratory Conference 2022

**GAABS**

Thursday 3rd November 2022



UTS Business School



# About the UTS Behavioural Laboratory

The UTS Behavioural Lab is a hub for research, teaching, networking and engagement in the area of behavioural and experimental research

## Who We Are

The UTS Behavioural Lab is devoted to theoretical and empirical research related to human judgments, preferences, and decisions. The lab consists of a group of 20+ talented and passionate multi-disciplinary academics from the UTS Business School with expertise in economics, marketing, psychology and finance. The lab is a part of the Centre for Behavioural Science and Policy Design.

## Our Goals

The goal of the UTS Behavioural Lab and its members is to use their theoretical, empirical, behavioural, and experimental expertise to solve real-world problems. The applied work conducted by members of the lab aims to bring social impact and transform society via research connected with industry and government.

## Our Facilities

We have state-of-the art equipment and technologies for cutting-edge research. This includes a dedicated research space in the Business School equipped with computers, projectors, and partitions.

We also have access to a database of thousands of participants who are keen to participate in both online and in-person research studies.





# About the Conference

---



The impact of public and private sector policies depends critically on the behaviour of individuals, groups, and organisations. A clear understanding of the power of behavioural science research and interventions can provide innovative solutions for addressing challenges faced by policymakers and practitioners. This understanding can only be achieved by bringing together those who research behavioural science and those who apply it. The purpose of this conference is to bring these two groups together.

UTS Centre for Policy and Market Design (CPMD) and the UTS Behavioural Lab, in partnership with the Global Association of Applied Behavioural Scientists (GAABS), presents the 2022 conference.





# Conference Program

11:30am - 12:30am	<b>Registration and lunch</b>
12.30pm – 12:45pm	<b>Welcome</b> Dr Adrian Camilleri, UTS Behavioural Lab Director Nathalie Spencer, GAABS Asia Pacific Chapter Lead
	<b>Conference Opening</b> Professor Carl Rhodes, UTS Business School Dean
12:45pm – 1:10pm	<b>Professor Loretta Isabella Dobrescu (UNSW)</b> STEP UP: What works in education?
1:10pm – 1:40pm	<b>Blitz Presentations (UTS Economics)</b> <b>Associate Professor David Goldbaum:</b> The origins of influence <b>Associate Professor Jun Zhang:</b> Real-estate sales star contest <b>Dr Elif Incekara-Hafalir:</b> Incentives to persevere <b>Dr Nathan Kettlewell:</b> Behavioural biases and choosing health insurance <b>Maximilian Reisner:</b> Autonomy and delegation in the age of digital banking disruption
1:40pm – 2:05pm	<b>Professor Rebekah Russell-Bennett (QUT)</b> The BEST of both worlds: The story of how behavioural economics met social marketing (and lived happily ever after)
2:05pm – 2:15pm	<b>Break</b>
2:15pm – 2:45pm	<b>Blitz Presentations (UTS Marketing)</b> <b>Associate Professor Natalina Zlatevska and Aimee Smith:</b> Near, far, wherever you are - Understanding the optimal distance for consumer engagement with social cause marketing: A meta analysis <b>Dr Geetanjali Saluja:</b> A tale of two “ideologies”: Differences in consumer response to brand activism <b>Dr Adrian Camilleri:</b> Nudging sustainable diets <b>Dr TaeWoo Kim:</b> The changing business landscape: Recent behavioral research on AI and their findings <b>Dr Jake An:</b> Motivating consumers via goal enabling technology: The role of goal setting characteristics
2:45pm-3:10pm	<b>Professor Ben Newell (UNSW):</b> Reducing wagering in online gambling: A case study in applying behavioural science to public policy
3:10pm-3:35pm	<b>William Mailer (CBA)</b> Lab to field – Towards better collaboration models
3:35pm-3:40pm	<b>Conference Closing</b> Dr Elif Incekara-Hafalir
3:40pm-4:30pm	<b>Networking with drinks and nibbles</b>







# Our Conference Speakers





# Guest Speaker

## Loretti Isabella Dobrescu, PhD

**Professor, Economics Discipline Group,  
UNSW Business School**

[dobrescu@unsw.edu.au](mailto:dobrescu@unsw.edu.au)

Loretti Dobrescu is a Professor of Economics at the University of New South Wales (UNSW). Her interests are in labour, public finance, health and applied econometrics. She has primarily focused her structural work on topics related to consumption and saving dynamics, as well as studying risk-taking and cognition via nonparametric partial identification methods. More recently, she combines theory, empirical analysis and randomised controlled trials to help design interventions that aim to improve educational outcomes using technology. Isabella is also the Deputy Head of the School of Economics, co-chair of the STEP UP initiative in Education, a CEPAR Associate Investigator, and an editor of the Journal of Pension Economics & Finance (JPEF).

### Conference Talk

“STEP UP: What works in education”



[illegible]

B.A. – Finance (West University of Timisoara, 2003)

## Representative Publications

Thorp, S., Bateman, H., Dobrescu, L. I., Newell, B. R., & Ortmann, A. (2020). **Flicking the switch: Simplifying disclosure to improve retirement plan choices**. *Journal of Banking & Finance*, 121, 105955.

Dobrescu, L. I., Fan, X., Bateman, H., Newell, B. R., Ortmann, A., & Thorp, S. (2018). **Retirement savings: A tale of decisions and defaults**. *The Economic Journal*, 128(610), 1047-1094.

[illegible]

# Blitz Speaker

## David Goldbaum, PhD

**Associate Professor, Economics Discipline Group**

**UTS Business School**

David.Goldbaum@uts.edu.au

David Goldbaum joined UTS in 2007. His primary appointment is in the Economics Discipline Group. His research interests include economic models with learning and adaptation, financial markets, information, and rational choice. His most recent research examines social network formation and the emergence of leaders as a social phenomenon.

### Conference Talk

“The origins of influence”





[illegible]

M.S. – Economics (University of Wisconsin, Madison, 1994)

## Representative Publications

Goldbaum, D. (2018). **Conformity and influence**. The B.E. Journal of Theoretical Economics, 19(1).

Goldbaum, D., & Zwinkels, R. C. (2014). **An empirical examination of heterogeneity and switching in foreign exchange markets.** *Journal of Economic Behavior & Organization*, 107, 667-684.

Goldbaum, D., & Panchenko, V. (2010). **Learning and adaptation's impact on market efficiency**. *Journal of Economic Behavior & Organization*, 76(3):635–653.

Goldbaum, D. (2008). **Coordinated investing with feedback and learning**. *Journal of Economic Behavior & Organization*, 65(2), 202-223.



# Blitz Speaker

---

## **Jun Zhang, PhD**

**Associate Professor, Economics Discipline Group  
UTS Business School**

Jun.Zhang-1@uts.edu.au

Jun Zhang is an Associate Professor at the University of Technology Sydney (UTS) and Australian Research Council Research Fellow (DECRA). Before joining UTS, he was an Associate Professor at Shanghai University of Finance and Economics. He received his PhD in Economics from Queen's University, Canada. His publications appear in Journal of Economic Theory, Economic Journal, Games and Economic Behavior, European Journal of Operational Research, International Journal of Production Economics, etc.

## **Conference Talk**

“Real-estate sales star contest”



[illegible]

B.A. – Mathematics (Huazhong University of Science and Technology, 2003)

Ph.D. – Economics (Queen's University, Kingston, 2010)

Shi, S., Zhang, H. & Zhang, J. (conditionally accepted). **The Impact of a Home Purchase Restrictions (HPR) Policy on the Distressed Property Market in Beijing**, *Journal of Housing Economics*.

Liu, B., Lu, J., Wang, R., & Zhang, J. (2018). **Optimal prize allocation in contests: The role of negative prizes.** *Journal of Economic Theory*, 175, 291-317.

Cadsby, C. B., Du, N., Wang, R., & Zhang, J. (2016). **Goodwill Can Hurt: A theoretical and experimental investigation of return policies in auctions.** *Games and Economic Behavior*, 99, 224-238.





# Blitz Speaker

---

## **Elif Incekara-Hafalir, PhD**

**Senior Lecturer (Assistant Professor)**

**Economics Discipline Group**

**UTS Business School**

[Elif.IncekaraHafalir@uts.edu.au](mailto:Elif.IncekaraHafalir@uts.edu.au)

Elif Incekara-Hafalir is a Behavioural Economist using experimental methods to study individual decision-making. Her research interests include time and risk preferences, and social norms. She is interested in applying her skills in Behavioural Economics to practical problems in areas such as financial decision-making, education, and human capital accumulation. Her work has been published in top economics and management journals.

### **Conference Talk**

“Incentives to persevere”



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

Incekara-Hafalir, E., Lee, G., Siah, A., & Xiao, E. (forthcoming). **Incentives to persevere.** *Management Science*.

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

---

## **Nathan Kettlewell, PhD**

**Chancellor's Postdoctoral Research Fellow  
Economics Discipline Group, UTS Business School**  
Nathan.Kettlewell@uts.edu.au

Nathan Kettlewell is a Chancellor's Post-Doctoral Research Fellow in the Economics Discipline Group at the University of Technology Sydney and 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**

"Behavioural biases and choosing health insurance"





[illegible]

M. – Economics (UNSW, 2013))

## Representative Publications

Cobb-Clark, D. A., Kettlewell, N., Schurer, S., & Silburn, S. (2021). **The effect of quarantining welfare on school attendance in indigenous communities**. *Journal of Human Resources*, 1218-9909R2.

Kettlewell, N., Morris, R. W., Ho, N., Cobb-Clark, D. A., Cripps, S., & Glozier, N. (2020). **The differential impact of major life events on cognitive and affective wellbeing.** *SSM-population health*, 10, 100533.

Kettlewell, N. (2020). **Policy choice and product bundling in a complicated health insurance market do people get it right?**. *Journal of Human Resources*, 55(2), 566-610.

Kettlewell, N. (2019). **Risk preference dynamics around life events.** *Journal of Economic Behavior & Organization*, 162, 66-84.



# Blitz Speaker

## Maximilian Reisner

**Behavioural Economist & UTS PhD student**

**Economics Discipline Group, UTS Business School**

Maximilian.Reisner@uts.edu.au

Max has become fascinated by behavioural economic thinking since the early stages of his career. Since then, he views his world through the lens of behavioural and experimental economics. His research interests range from how to minimise gambling harm in the age of cashless payment methods, to whether consumers are willing to delegate decision-making to their banks.

Max is extensively working within the industry using psychological and behavioural insights to help organisations design better human decision making and behavioural frameworks. His work covers topics such as the impact corporate culture has on employee motivation and performance. A career goal of Max's is to help bridge the gap between industry and academia.

## Conference Talk

“Autonomy and delegation in the age of digital banking disruption”

## Qualifications

B.Sc. – Economics (LMU Munich, 2016)

M.Sc. – Economics (LMU Munich, 2019)









# Guest Speaker

## Rebekah Russell-Bennett, PhD

**Professor, Marketing Discipline Group**  
**Queensland University of Technology**  
Rebekah.Bennett@qut.edu.au

Rebekah Russell-Bennett is a Professor of Marketing at the Queensland University of Technology (QUT). She is also the co-director of the QUT Centre for Behavioural Economics, Society and Technology (BEST). Her work is situated within the social marketing domain and in particular social services provided by the government and non-profit organisations where she facilitates the design of innovative services to improve wellbeing, the environment, and society. She has attracted more than \$20m in funding from the ARC, industry, and government organisations. She has more than 300 peer-reviewed publications and was The Australian's 2019 top researcher in the field of marketing.

### Conference Talk

“The best of both worlds: the story of how behavioural economics met social marketing (and lived happily ever after)”



## Qualifications

B.A. – Marketing and HRM (Griffith University)

B.Com. – Honours (Griffith University, 1995)

Ph.D. – Marketing (University of Queensland, 2001)

## Representative Publications

Russell-Bennett, R., Raciti, M., Letheren, K., & Drennan, J. (2022). **Empowering low-socioeconomic status parents to support their children in participating in tertiary education: Co-created digital resources for diverse parent personas.** *Higher Education Research & Development*, 41(2), 527-545.

Whittaker, L., Russell, Bennett, R., & Mulcahy, R. (2021). **Reward based or meaningful gaming? A field study on game mechanics and serious games for sustainability.** *Psychology & Marketing*, 38(6), 981-1000.

Glavas, C., Mathews, S., & Russell-Bennett, R. (2019). **Knowledge acquisition via internet-enabled platforms: Examining incrementally and non-incrementally internationalizing SMEs.** *International Marketing Review*, 36(1), 74-107.

French, J., & Russell-Bennett, R. (2015). **A hierarchical model of social marketing**. *Journal of Social Marketing*, 5(2), 139-159.

Zainuddin, N., Russell-Bennett, R., & Previte, J. (2013). **The value of health and wellbeing: an empirical model of value creation in social marketing.** *European Journal of Marketing*, 47(9), 1504-1524.



# Blitz Speaker

## **Natalina Zlatevska, PhD**

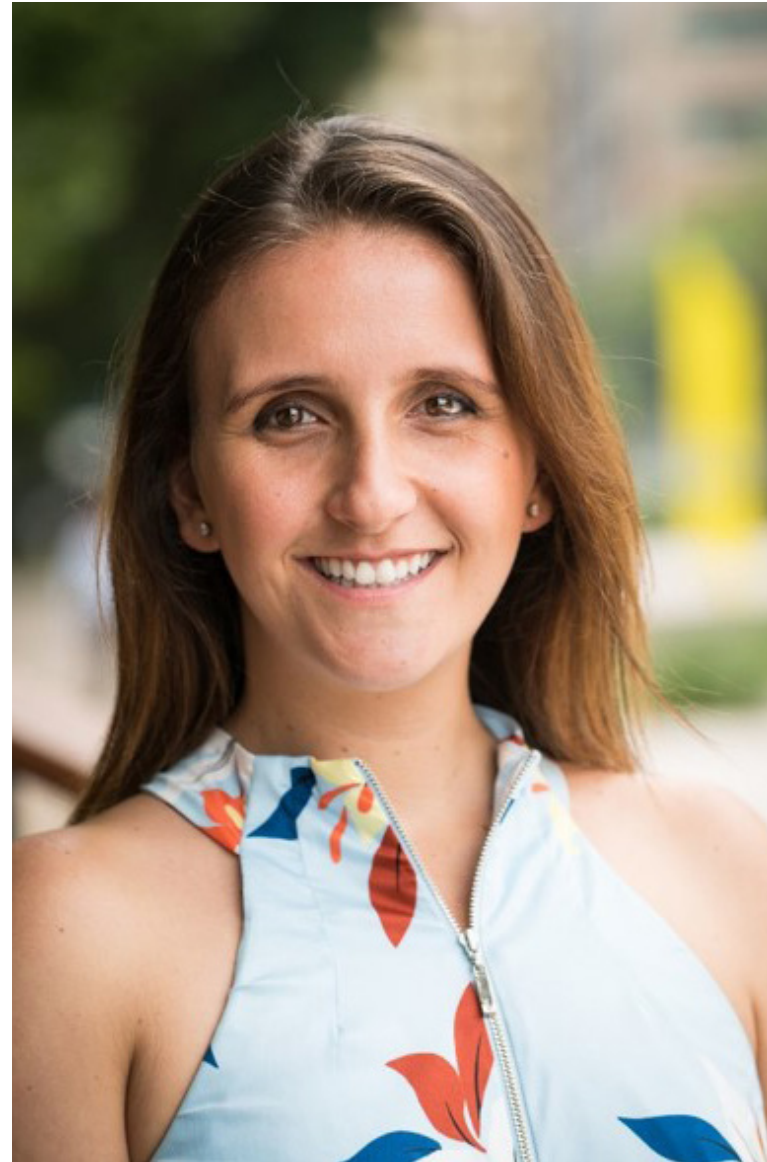
**Associate Professor, Marketing Discipline Group  
UTS Business School**

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 behavior, 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**

“Near, far, wherever you are – Understanding the optimal distance for consumer engagement with social cause marketing: A meta analysis”





1000

Ph.D. – Marketing (University of Sydney, 2008)

Barton, B., Zlatevska, N., Oppewal, H. (forthcoming. **Scarcity Tactics in Marketing: A Meta-Analysis of Product Scarcity Effects on Consumer Purchase Intentions**. Journal of Retailing.

Belli, A., Carrillat F., Zlatevska N., Cowley E., (forthcoming. **The Wellbeing Implications of Maximizing: A Conceptual Framework and Meta-Analysis**. Journal of Consumer Psychology.

Zlatevska, N., Neumann, N. and Dubelaar, C. (2018). **Mandatory calorie disclosure: a comprehensive analysis of its effect on consumers and retailers.** *Journal of Retailing*, 94(1, 89-101.

Zlatevska, N. and Spence, M (2016). **Parsing Out the Effects of Personal Consumption Norms and Industry Influences on Food Consumption Volume.** *European Journal of Marketing*, 50(3-4), 377-396.

Zlatevska N., Dubelaar C. and Holden S., (2014). **Sizing up the Effect of Portion Size on Consumption: A Meta-Analytic Review.** *Journal of Marketing*, 78(3), 140-154.



# Blitz Speaker

## Aimee Smith

**UTS Student, Marketing Discipline Group**

**UTS Business School**

Aimee.Smith@uts.edu.au

Aimee Smith (she/her) is a Higher Degree by Research (Ph.D) student in the Marketing Discipline at UTS Business School. Her research interests are in consumer ethics, ethical decision making and prosocial marketing. Aimee is currently researching the effectiveness of humour and self vs. other oriented appeals on prosocial behaviour and distance effects in public sector and non-for-profit marketing.

She was enrolled in the Ph.D programme at UTS Business School in February 2021 and is under the principal supervision of A/Prof. Natalina Zlatevska (UTS Business School) and co-supervision of A/Prof. Rafi M. M. I. Chowdhury (Bond University), Prof. Valentyna Melnyk (University of New South Wales) and Dr. Alex Belli (The University of Adelaide).

## Conference Talk

“Nudging sustainable diets”

## Qualifications

B.A. – English Language and Spanish (Honours) (University of Manchester, 2018)

M.Sc. – International Marketing Management (University of Leeds, 2019)









# Blitz Speaker

## Geetanjali Saluja, PhD

Senior Lecturer, Marketing Discipline Group

UTS Business School

Geetanjali.Saluja@uts.edu.au

Geetanjali Saluja is a senior lecturer in marketing at the UTS Business School, University of Technology Sydney. She is Associate Head (Education) and Deputy Head of the Marketing Discipline Group. She earned her Ph.D in marketing from the Hong Kong University of Science and Technology. She also has a post-graduate management degree from the Indian School of Business.

Her research interests include brands and activism; culture; moral decision-making; consumer social impact. Her research has been published in the Journal of Consumer Psychology and Organizational Behaviour and Human Decision Processes.

### Conference Talk

“A tale of two ‘ideologies’: Differences in consumer response to brand activism”



[illegible]

MBA – (Indian School of Business)

## Representative Publications

Saluja, G., & Adaval, R. (2019, January). **Seeing more in less: How connecting and separating mindsets affect the process and outcome of product customization.** In Asia Pacific ACR Conference.

Saluja, G., & Adaval, R. (2018, July). **The moral imperative: How malleability of moral standards affects judgment and behavior.** In 47th European Marketing Academy Conference.

Saluja, G., Adaval, R., & Wyer Jr, R. S. (2017). **Hesitant to label, yet quick to judge: How cultural mindsets affect the accessibility of stereotypic knowledge when concepts of the elderly are primed.** *Organizational Behavior and Human Decision Processes*, 143, 23-38.

Kwon, M., Saluja, G., & Adaval, R. (2015). **Who said what: The effects of cultural mindsets on perceptions of endorser–message relatedness.** *Journal of Consumer Psychology*, 25(3), 389-403.



# Blitz Speaker

---

## **Adrian R Camilleri, PhD**

**Senior Lecturer, Marketing Discipline Group  
UTS Business School**

Adrian.Camilleri@uts.edu.au

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**

“Nudging sustainable diets”





[illegible]

M. Psychology – Organisational (UNSW, 2012)

## Representative Publications

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.

Camilleri, A. R. & Larrick, R. P. (2014). **Metric and scale design as choice architecture tools**. *Journal of Public Policy & Marketing*, 33(1), 108-125.



# Blitz Speaker

---

## **TaeWoo Kim, PhD**

**Lecturer, Marketing Discipline Group**

**UTS Business School**

TaeWoo.Kim@uts.edu.au

TaeWoo Kim's research focuses on how new technologies, such as AI or robots, influence consumer decision in various marketing and consumer decision contexts and provides managerial insights to the companies and managers.

### **Conference Talk**

"The Changing Business landscape: My Recent Behavioral Research on AI and Findings"



[illegible]

M.S. – Statistics (University of Iowa)

## Representative Publications

Kim, T., Usamn, U., Garbey, A., & Duhachek, A. (Forthcoming). **The Influence of New Technology on Consumer Decisions**. Foundations and Trends in Marketing.

Kim, T. W., Lee, H., Kim, M., Kim, S., & Duhachek, A (2022). **Not Feeling Guilty When Cheating on Alexa: AI Increases Consumer Dishonest Behavior Due to Reduced Guilt.** *Journal of Academy of Marketing Science*.

[illegible]



# Blitz Speaker

## Jake An, PhD

Lecturer, Marketing Discipline Group  
UTS Business School  
Jake.An@uts.edu.au

Jake An is Lecturer at UTS Business School since April 2022. After receiving a Ph.D and a B.Com (1st Class Honours) in Marketing at UNSW, he led research and development at Raiz Invest, a fintech company with over 600,000 active customers, between 2017 and 2022. His 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 2018. He 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

"Motivating consumers via goal enabling technology: The role of goal setting characteristics"



## Qualifications

B.Com (Honours) – Marketing (UNSW, 2013)

Ph.D. – Marketing (UNSW, 2018)

## Representative 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.



# Guest Speaker

## Ben Newell, PhD

Professor, School of Psychology  
UNSW

[ben.newell@unsw.edu.au](mailto:ben.newell@unsw.edu.au)

Professor Ben Newell's research focuses on the cognitive processes underlying judgment, choice and decision making, and the application of this knowledge to environmental, medical, financial and forensic contexts. Since 2005, Ben's research has been supported by 14 highly competitive Australian Research Grants. He is the lead author of the book *Straight Choices: The Psychology of Decision Making*. He is also a member of the inaugural Academic Advisory Panel of the Behavioural Economics Team of the Australian Government.

### Conference Talk

"Reducing wagering in online gambling: A case study in applying behavioural science to public policy"





## Qualifications

B. Science (The University of Nottingham, 1995)

Ph.D. – Psychology (UNSW, 2001)

## Representative Publications

Wang-Ly, N., & Newell, B. R. (2022). **Allowing early access to retirement savings: Lessons from Australia**. *Economic Analysis and Policy*, 75, 716-733.

Szollosi, A., & Newell, B. R. (2020). **People as intuitive scientists: Reconsidering statistical explanations of decision making.** *Trends in Cognitive Sciences*, 24(12), 1008-1018.

Luckman, A., Donkin, C., & Newell, B. R. (2020). **An evaluation and comparison of models of risky intertemporal choice**. *Psychological Review*, 127(6), 1097.

Newell, B. R., & Shanks, D. R. (2014). **Unconscious influences on decision making: A critical review.** Behavioral and Brain Sciences, 37(1), 1-19.

McDonald, R. I., Chai, H. Y., & Newell, B. R. (2015). **Personal experience and the ‘psychological distance’ of climate change: An integrative review.** *Journal of Environmental Psychology*, 44, 109-118.



# Guest Speaker

---

## **William Mailer**

**Chief Behavioural Scientist**

**Decision Science, Commonwealth Bank of Australia**

[William.Mailer@cba.com.au](mailto:William.Mailer@cba.com.au)

William Mailer leads the CBA Behavioural Science Team, a multi-disciplinary unit working across the Commonwealth Bank of Australia's business lines to improve the financial wellbeing of customers and communities. Prior to joining CBA, Will established and led the PwC Behavioural Economics team. He has over 20 years of experience in consulting and applied behavioural science roles, working across finance, health, government and not for profit sectors. Will has a Masters of Behavioural Economics from the Centre for Decision Research and Experimental Economics (CeDEx) in Nottingham, UK. He has guest lectured at various UK, Australian and US universities, and speaks regularly on applied behavioural science in Australia.

## **Conference Talk**

"Lab to Field - Towards Better Collaboration Models"



## Qualifications

M.Sc. – Behavioural Economics (University of Nottingham, 2011)

Bachelor's Degree – Economics (Macquarie University, 2002)

## Career Experience

*Chief Behavioural Scientist (Commonwealth Bank)*

Feb. 2016 – Present

*Co-founder*

*Sydney Behavioural Economics and Behavioural Science Network*

Sept. 2014 – Present

*Head of Behavioural Economics (PwC)*

Feb. 2012 – Feb. 2016

*Behavioural Economics (MSc) Research*

(Centre for Decision Research and Experimental Economics)

Sept. 2010 – Dec 2011

*National People & Performance Manager (Colliers International)*

Mar. 2006 – Sept. 2010

*Consultant – Retail Economics & Demographics (Dimasi Strategic Intelligence)*

July 2003 – June 2005







## Contact Us

Dr Adrian Camilleri | Director  
Dr Elif Incekara-Hafalir | Deputy Director  
BehaviouralLab@uts.edu.au

### Connect with us



UTSBusiness



UTS\_Business



UTS\_Business

<https://www.uts.edu.au/about/uts-business-school/economics/uts-behavioural-laboratory/events-0/uts-behavioural-lab-conference-2022>

UTS Behavioural Lab is part of the The Centre for Behavioural Science and Policy Design

DISCLAIMER: The information in this brochure is correct as at October 2022. 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 Candice Gouck  
Edited by Adrian Camilleri and Bronwyn Edds