



March 15, 2023 (Wednesday)

Professor Gregory Madden
Utah State University

“Hyperbolic Discounting, impulsivity, and self-control interventions”

Gregory Madden is a Professor of Psychology at Utah State University, where he teaches coursework in behavioral economics and serves as the director of graduate training in Behavior Analysis. His research is focused on impulsive choice, its correlates, and interventions designed to promote self control. Much of his current research is exploring learning-based approaches to reducing impulsivity in preclinical models. This research has been continuously funded by the National Institutes of Health and the National Science Foundation since 2007. Dr. Madden has published more than 100 peer-reviewed papers and book chapters, which have been cited more than 11,000 times. From 2011 until 2015, he served as the Editor-in-Chief of the *Journal of Experimental Analysis of Behavior* and from 2017 to 2019 he served as President of the *Society for the Experimental Analysis of Behavior*. He is currently a study-section member (grant reviewer) for the National Institutes of Health. Dr. Madden has published three edited books including the two-volume *APA Handbook of Behavior Analysis*, and is the lead author of a new textbook titled, *An Introduction to Behavior Analysis*. His research and teaching excellence have been recognized with several awards, including the G. Stanley Hall Lecturer award, from the American Psychological Association.



April 12, 2023 (Wednesday)

Professor Douglas Bernheim
Stanford University

“The Challenges of Behavioral Welfare Economics”

B. Douglas Bernheim is the Edward Ames Edmonds Professor of Economics at Stanford University. He is a fellow of the American Academy of Arts and Sciences and of the Econometric Society, and is a former Sloan Foundation Fellow and Guggenheim Foundation Fellow. He served as Chair of Stanford's Department of Economics from 2014-2021. Professor Bernheim's research has spanned a variety of fields including public economics, behavioral economics, game theory, contract theory, industrial organization, political economy, and financial economics. In his best-known work, he introduced the concepts of rationalizability strategic behavior, coalition-proof Nash equilibria, common agency, and menu auctions, and he provided theories of multimarket collusion, exclusive dealing, conformity, Veblen effects, and the equal division norm. Recently he has focused on developing a general framework for behavioral welfare economics and applying it to problems in public economics. His newest research agenda involves “positive welfare economics” - the study of how people make assessments about the well-being of others, both individually and in groups.



WESTERN MICHIGAN UNIVERSITY
College of Arts and Sciences
Department of Economics

This series is named for longtime WMU economics professor and former department chair **Dr. Werner Sichel** (1934 - 2018)

The success and longevity of this series is a testament to his vision and guidance.

All Lectures will be held in:

2028 Brown Hall from 12 to 1:15

All the lectures are free and open to the public. A light lunch reception will be available following each lecture.

For more information please contact:

Dr. Wei-Chiao Huang
(269) 387-5562
wei-chiao.huang@wmich.edu



WESTERN MICHIGAN UNIVERSITY
College of Arts and Sciences
Department of Economics

The 2022-23 Sichel Lecture Series is directed by Professor Wei-Chiao Huang and is co-sponsored by the Department of Economics, and the W.E. Upjohn Institute for Employment Research.

Behavioral Economics: Applications and Assessments

Professor George Loewenstein

“The i-frame and the s-frame: How focusing on individual-level solutions has led behavioral public policy astray”

Professor Robert Oxoby

“More on Us and Them: Identity and Economic Preferences in the Laboratory”

Professor Derek Reed

“Applying Operant Behavioral Economics to Issues of Societal Importance”

Professor Uri Gneezy

“Mixed Signals: How Incentives really work”

Professor Gregory Madden

“Hyperbolic discounting, impulsivity and self-control interventions”

Professor Douglas Bernheim

“The Challenges of Behavioral Welfare Economics”

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October 28, 2022 (Friday)

Professor George Loewenstein
Carnegie Mellon University

“The i-frame and the s-frame: How focusing on individual-level solutions has led behavioral public policy astray”

George Loewenstein is the Herbert A. Simon University Professor of Economics and Psychology at Carnegie Mellon University. He received his PhD from Yale University in 1985 and since then has held academic positions at the University of Chicago and Carnegie Mellon University, and fellowships at Center for Advanced Study in the Behavioral Sciences, the Institute for Advanced Study in Princeton, the Russell Sage Foundation, The Institute for Advanced Study (Wissenschaftskolleg) in Berlin, and the London School of Economics. He is one of the founders of the fields of behavioral economics and neuroeconomics. His research focuses both on applications of psychology to economics and applications of economic-style thinking to psychology. His special interests include decision making over time, bargaining and negotiations, psychology and health, curiosity, boredom, information avoidance, privacy, adaptation, the role of emotion in decision making, conflicts of interest and diverse aspects of public policy.



November 9, 2022 (Wednesday)

Professor Robert Oxoby
University of Calgary

“More on Us and Them: Identity and Economic Preferences in the Laboratory”

Robert Oxoby (PhD, UC Davis) is a Professor of Economics in the Faculty of Arts at the University of Calgary. As a researcher, his primary focus is in the area of behavioral economics, with specific attention to the ways in which market incentives and psychological processes feedback on one another to affect individual and social behavior. The insights from the research have been applied to issues of poverty and developing an understanding of the mechanisms underlying personal and social identities. A recent stream of research focuses on the ways in which attention to gains and losses can be affected by simple cognitive mechanisms that permit attention to shift between various stimuli. Beyond economics-focused research, he has conducted research in the psychology of music and on the cognitive and social effects in the performing arts. He has served as a member of the Canadian Institute for Advanced Research (Social Interactions, Identity and Well-Being working group) and is a research fellow with the IZA Institute for Labor Research (Bonn, Germany)



November 30, 2022 (Wednesday)

Professor Derek Reed
University of Kansas

“Applying Operant Behavioral Economics to Issues of Societal Importance”

Derek Reed is Professor of Applied Behavioral Science at the University of Kansas, where he directs the Applied Behavioral Economics Laboratory and serves as Principal Investigator in the Cofrin Logan Center for Addiction Research and Treatment. His expertise is on the application of behavioral economic concepts to address broad issues of societal importance, specifically in the areas of operant demand and delay discounting. He has served as Associate Editor for *Behavioral Analysis in Practice*, *Psychological Record*, *Journal of the Experimental Analysis of Behavior*, and the *Journal of Applied Behavior Analysis*, and has guested special issues for *Experimental and Clinical Psychopharmacology*, *Perspectives on Behavior Science* and *Psychology of Addictive Behaviors*. Additionally, he has published one textbook and three edited books on behavior analysis. From 2014-2017, he served as Executive Director of the Society for the Quantitative Analyses of Behavior; from 2017-2020, he served as the Coordinator of the Association for Behavior Analysis International Science Board. His work spans public health, experimental psychology, medicine, and sustainability, resulting in over 160 publications across 48 different peer-reviewed journals. His work has been discussed in Forbes, Wall Street Journal, and The New York Times. He has a PhD in School Psychology from Syracuse University and a BS in Psychology from Illinois State University, and is both a Board Certified Behavior Analyst and Licensed Behavior Analyst in Kansas.



February 22, 2023 (Wednesday)

Professor Uri Gneezy
University of California, San Diego

"Mixed Signals: How Incentives Really Work"

Uri Gneezy is the Epstein/Atkinson Chair in behavioral economics at the Rady School of Management, UC San Diego. His research focuses on putting behavioral economics to work in the real world, where theory can meet application. He is looking for basic research as well as more applied approaches to understanding how incentives work. Topics of research include crowding out of incentives, using incentives to create habits, gender differences in preferences and how incentives affect deception and ethical behavior in general. In addition to the traditional laboratory and field studies, he is working with firms on conducting experiments using basic findings from behavioral economics to help companies achieve their traditional goals in non-traditional ways. Professor Gneezy received his PhD in 1997 from the University of Tilburg, and was a faculty member at the University of Haifa, the Technion and the University of Chicago.