



SYMPOSIUM CODE: 02

Title: Behavioural Strategy

Name and affiliation of Symposium responsible persons:

<i>Person who will chair the symposium session</i>		
Name	Affiliation	E-mail
Philip Meissner	Philipps-University Marburg	Philip.meissner@uni-marburg.de
<i>Chairs and organisers of the symposium</i>		
Name	Affiliation	E-mail
Torsten Wulf	Phillips-University Marburg	Torsten.wulf@uni-marburg.de

Name and affiliation of the invited speakers (e.g. panellists, keynote speaker...)

<i>Persons participating as the speaker, panellists...</i>		
Name	Affiliation	Short bio statement (75-100 words)
Tomi Laamanen	University of St. Gallen	Tomi Laamanen is Professor of Strategic Management at the University of St.Gallen. His research focuses on strategic management with a special emphasis on mergers & acquisition, management cognition, the strategy process and dynamic capabilities.
Gerard Hodgkinson	University of Warwick	Gerard Hodgkinson is Head of the Behavioural Science Group, Associate Dean and Professor of Strategic Management and Behavioural Science at the University of Warwick. His most recent research has focussed on social neurosciences

		and the analysis of cognitive processes in strategic decision making
George Wright	University of Strathclyde	George Wright is Professor at the Department of Strategy and Organization at Strathclyde Business School and Editor of the Journal of Behavioural Decision Making. His research is concerned with the role and quality of management judgment in decision making and anticipating the future.
Henry Brighton	Max Planck Institute	Henry Brighton is a fellow at the Centre for Adaptive Behaviour and Cognition at Max Planck Institute for Human Development. He researches into the role of uncertainty in shaping cognition. Among other projects, he uses machine learning to model decision-making processes.
Daniella Laureiro-Martínez	ETH Zurich	Daniella Laureiro-Martínez works at the Chair of Technology and Innovation Management at ETH Zurich where she focuses on analysing micro-processes that explain differences in the adaptive behaviour of managers. For this, she uses a multitude of methodologies that include neuroscience approaches such as Magnetic Resonance Imaging.

Please specify when you prefer your symposium to take place and estimated capacity (remember that symposia are expected to have a 90 minutes duration)

<i>Indicate when you prefer the symposium to take place.</i>	
<i>Indicate the estimated number of attendants</i>	
Estimated number of attendants (required room capacity):	30-60

Brief description of the topic and the symposium dynamics

Describe the content of the symposium (max. 300 words)

Behavioural Strategy has developed into an important new sub domain of strategic management research. By combining psychological research with the strategy domain, Behavioural Strategy aims at grounding strategic management on more realistic assumptions regarding human judgment and interaction. This includes topics like cognitive biases and their impact on the strategic decision-making process, the role of heuristics as well as how emotions and team interactions affect decision quality and the overall strategy of the organization.

This symposium will discuss the status quo of this emerging field as well as important avenues for future research based on keynote presentations and a panel discussion featuring some of the most distinguished researchers in the field.

Keywords

Indicate keywords here

Behavioural Strategy	Decision Making Process	Cognition
Heuristic	Neuro	

Indicate the EURAM SIGs whose members could be most interested in this Symposium

Mark SIGs with a cross (X) here

1. Business for Society	
2. Corporate Governance	X
3. Entrepreneurship	X
4. Family Business Research	X
5. Gender, race and diversity in organisations	
6. Innovation	X
7. International Management	X
8. Managing Sports	
9. Organisational Behaviour	X
10. Project organizing	
11. Public Management	

12. Research Methods & Research Practice	
13. Strategic Management	X
14. General Conference Theme: <i>Uncertainty is a great opportunity</i>	X

Identify who is expected/invited to attend this symposium and how potential participants can get in contact with the proponents

Describe the target of participants and contact methods/procedures

We expect researchers from diverse research areas who are interested in this emerging and multidisciplinary topic. We will approach these researchers personally, by e-mail and through SIG and track chairs. We also expect many participants to be attracted by the topic area and the distinguished selection of panellists.

Addendum: Overview of the Symposium

Plenary Session: TBD

Presentations: TBD