

A Neuroscience Perspective on Innovation and Sustainability

20 June 2014 9:30am
Università Bocconi
Room 1
via Bocconi 8



**Università Commerciale
Luigi Bocconi**

CRIOS

Center for Research on
Innovation, Organization
and Strategy



In collaboration with



**fondazione
cariplo**

This workshop is organized as the closing event of a four year multidisciplinary research project aimed at contributing to the development of micro-foundations in strategic management.

It combines a discussion of the project's most stimulating results with selected paper presentations and keynote speeches. It is a great opportunity to understand the neuropsychological and behavioral underpinnings of strategic management decisions.

Examples include: how individual performances in the exploration versus exploitation dilemma depend on continuous learning and improvisation, how individual decision making changes from a behavioral and neural point of view, depending on prior experience, and which training/learning processes are more effective than others for innovative and sustainable decision-making.

9:30am

Welcome coffee

10:00am

Welcome Address

Bruno Pavesi

Chief Executive Officer, Università Bocconi

10:15am

Introduction

Maurizio Zollo

CRIOS Università Bocconi

Stefano Cappa

Istituto Universitario Studi Superiori IUSS

Understanding, Imitating, Deciding

Giacomo Rizzolatti

Università degli Studi di Parma

Round Table

Neuroscience and Management

Giacomo Rizzolatti

Università degli Studi di Parma

Peter Bryant and **Elena Ortiz**

IE Business School

Maurizio Zollo

CRIOS Università Bocconi

Stefano Cappa

Istituto Universitario Studi Superiori IUSS

Nicola Canessa

Università Vita Salute San Raffaele

1:00pm

Light Lunch

2:00pm

Research Presentations

Chair **Stefano Cappa**

Istituto Universitario Studi Superiori IUSS

Decision Neuroscience: Outcome anticipation and loss aversion

Nicola Canessa

Università Vita Salute San Raffaele

Understanding the Exploration-Exploitation Dilemma: An fMRI study of attention control and decision-making performance

Stefano Brusoni

ETH Zurich

Frontopolar Cortex and Decision-Making Efficiency: Comparing brain activity of experts with different professional background during an exploration-exploitation task

Daniella Laureiro-Martinez

ETH Zurich

Decision Neuroscience: Innovation and sustainability

Chiara Crespi and **Alessandra Dodich**

Università Vita Salute San Raffaele

Round Table

Cross Disciplinary Perspectives: An agenda for future research

Martin Dufwenberg

Università Bocconi

Alfonso Gambardella

CRIOS Università Bocconi

Giacomo Rizzolatti

Università degli Studi di Parma

5:00pm

Closing Remarks

Maurizio Zollo

CRIOS Università Bocconi

Cocktail will follow.

For information

CRIOS

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Registration required at

www.unibocconi.it/eventi