

## BX Arabia 2020

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

Sunday, December 20<sup>th</sup>

Arabic session delivered virtually over [ZOOM](#)

**10:00 - 11:30 Applications of Behavioral Sciences in the Arab Region: Challenges and Visions for the Future (Arabic Language)**

**Moderator:** Hamoud Almahmoud – Editor in Chief of Harvard Business Review Arabia and Group Editor in Chief of Aliqtisadi.com

**Speakers:**

- H.E. Dr. Khaled Mehdi – Secretary-General of the General Secretariat of the Supreme Council for Planning and Development of Kuwait
- Dr. Munther Al Busaidi – Project Manager, Behavioural Economics Unit (BEU) at the Ministry of Economy in Oman
- Prof. Mohamad El-Komi – Associate Professor of Economics and Director of BEDMLab (Behavioral and Economic Decision-Making Lab), the American University in Cairo - Egypt
- Dr. Fadi Makki – Advisor to the Secretary General for the Supreme Committee for Delivery and Legacy; Head of B4Development and Founder of Nudge Lebanon



English session delivered virtually over [Cisco Webex](#)

**15:00 - 15:15 Opening and Welcome Address**

**15:15 - 16:30 Applications of Behavioral Science in Promoting Awareness, Adoption and Compliance with COVID-19 Preventive Measures (English Language)**

**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

**16:30 - 17:45 The New Normal in Teaching and Learning: Behavioral Science Perspectives (English Language)**

**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

**17:45 - 19:00 Preventing Violent Extremism: Pioneering the Use of Behavioural Science (English Language)**

**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 21<sup>st</sup>

- 14:30 - 15:45**    **Applying Behavioral Science to Organizations: New Normal, New Opportunity (English Language)**  
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
- 15:45 - 17:00**    **Applying a Behavioral Science Lens to Emerging Mental Health Issues Post COVID-19 (English Language)**  
Moderator: Dr. Chaning Jang – CEO and a Co-Founder of Busara Center for Behavioral Economics  
Speakers:
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- Prof. Rima Afifi – 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
- 17:00 - 18:00**    **Keynote Address (English Language)**  
Prof. Cass Sunstein – Robert Walmsley University Professor at Harvard Law School, and co-author of 'Nudge'
- 18:00 - 19:00**    **Applying Behavioral Science in Times of Crisis and Global Change (English Language)**  
Moderator: Meghann Perez – Senior Associate at ideas42  
Speakers:
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- 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
- 19:00 - 20:00**    **Keynote Address (English Language)**  
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
- 20:00 - 20:15**    **Closing**