2025
INTERNATIONAL BEHAVIOURAL PUBLIC POLICY WORKSHOP – NUS

IDEAS AND ACTION: MEASURING THE IMPACT OF BEHAVIOURAL PUBLIC POLICY

23-24
APRIL 2025

LKY
Lee Kuan Yew
School of Public Policy

OEI TIONG HAM

NUS   LEE KUAN YEW
SCHOOL OF PUBLIC POLICY

CONTENTS

2025 INTERNATIONAL BEHAVIOURAL PUBLIC POLICY WORKSHOP – NUS

LEE KUAN YEW SCHOOL OF PUBLIC POLICY

April 23-24, 2025

VISIT OUR WEBSITE HERE

WORKSHOP OVERVIEW

WEDNESDAY
APRIL 23, 2025

08:45 AM	**REGISTRATION**	Student Lounge
09:15 AM – 10:00 AM	**OPENING ADDRESS AND Q&A** Assoc Prof Leong Ching	OTH Conference Room
10:00 AM – 10:30 AM	**MORNING BREAK**	Student Lounge
10:30 AM – 11:30 AM	**KEYNOTE ADDRESS** Prof Lucia Reisch	OTH Conference Room
11:30 AM – 12:30 PM	**LUNCH**	Student Lounge
12:30 PM – 02:45 PM	**PANEL #1:** Foundations and Frontiers of BPP	LKS Seminar Room 1-1
02:45 PM – 03:15 PM	**TEA BREAK**	Student Lounge
03:15 PM – 05:30 PM	**PANEL #2:** Sustainability and Climate Action	LKS Seminar Room 1-1
06:00 PM – 07:30 PM	**WORKSHOP DINNER**	Straits Kitchen (Grand Hyatt)
08:00 PM – 09:15 PM	**SINGAPORE EXPERIENCE** Marina Bay Night Walk	Marina Bay

THURSDAY
APRIL 24, 2025

09:00 AM – 10:00 AM	**KEYNOTE ADDRESS** Prof Sumit Agarwal	LKS Seminar Room 1-1
10:00 AM – 10:30 AM	**MORNING BREAK**	Student Lounge
10:30 AM – 12:20 PM	**PANEL #3:** Education, Public Health and AI	LKS Seminar Room 1-1
12:20 PM – 01:30 PM	**LUNCH AND** **POSTER PRESENTATIONS**	Student Lounge and OTH Conference Room
01:30 PM – 03:20 PM	**PANEL #4:** Consumer and Labour Markets Part 1	LKS Seminar Room 1-1
03:20 PM – 03:50 PM	**TEA BREAK**	Student Lounge
03:50 PM – 05:40 PM	**PANEL #5:** Consumer and Labour Markets Part 2	LKS Seminar Room 1-1
05:40 PM – 06:00 PM	**CLOSING ADDRESS & PHOTOTAKING** Assoc Prof Leong Ching	LKS Seminar Room 1-1

ABOUT THE WORKSHOP

Welcome to the second edition of the International Behavioural Public Policy Workshop (IBPPW), NUS. Set in the picturesque Bukit Timah campus, this workshop provides a platform for scholars and practitioners to come together, exchange ideas and present their research at the intersection of the behavioural sciences and public policy. As the first of its kind in Asia, the workshop aims to chart the latest developments within the field and encourage the adoption of behavioural approaches in policy-making across Asia and beyond.

Participants of this workshop are encouraged to share their theoretical, methodological, and applied ideas across various domains, including climate change, environmental sustainability, health, consumer behaviour, and technology, amongst others.

The two-day workshop will feature 5 panel sessions and a poster presentation session, each featuring presentations designed to facilitate in-depth discussions on specific research questions aligned with the theme.

THEME

IDEAS AND ACTION: MEASURING THE IMPACT OF BEHAVIOURAL PUBLIC POLICY

Scholars, practitioners, and public institutions around the globe are increasingly utilising behavioural insights to enhance public policy in areas like public health, education, and environmental sustainability. This theme encourages theoretical, methodological, and empirical contributions that evaluate and demonstrate the effects of these interventions across diverse geographical and socio-cultural contexts. As the inaugural BPP workshop in Asia, we particularly welcome papers with a focus on the region.

WORKSHOP CONVENORS

ADAM OLIVER

LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE
Professor of Behavioural Public Policy, Department of Social Policy

From challenging economic theories to pioneering the field of behavioural public policy, Adam Oliver has shaped the landscape of how human behaviour is used to design effective policies. He is not just a scholar, but also a builder—founding journals, conferences, and associations—to ensure behavioural science informs real-world decisions.

LEONG CHING

NATIONAL UNIVERSITY OF SINGAPORE
Vice Provost (Student Life) and Associate Professor, Lee Kuan Yew School of Public Policy

Leong Ching's expertise in water policies, environmental behaviour, public sector reform, and communication strategies sheds light on effective policy-making for a sustainable future. Her recent work dives into the use of technology to motivate reduced water use, negative spillover in environmental behaviour, and the role of cultural narratives in governance.

WORKSHOP DINNER
AND SINGAPORE EXPERIENCE
Wednesday, April 23, 06:00 PM – 09:15 PM

Here's what to expect during the evening:

WORKSHOP DINNER
Straits Kitchen @ Grand Hyatt

StraitsKitchen offers a halal-certified buffet showcasing Singapore's diverse culinary heritage, with live theatre kitchens serving local Chinese, Indian, Malay, and Peranakan favourites in the heart of Orchard.

SINGAPORE EXPERIENCE
Marina Bay Night Walk

Experience the magic of Marina Bay on an hour-long guided night walk through Singapore's iconic cityscape. Take in the iconic sights of Marina Bay Sands, the Merlion, and more as the city comes alive after dark.
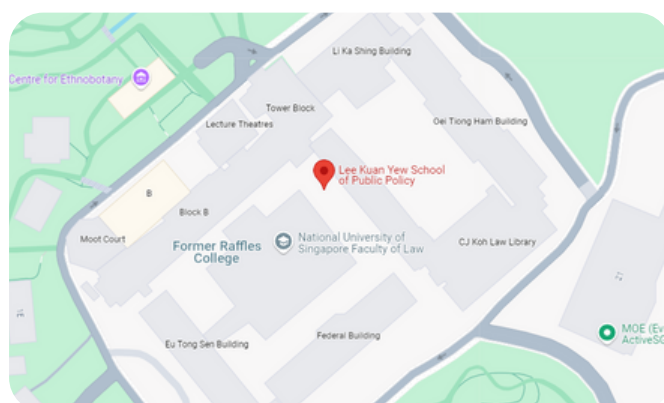
Helpful Tips:
We recommend wearing comfortable walking shoes and bringing a water bottle.
Do carry an umbrella in case of rain.

VENUE

Oei Tiong Ham Building
Lee Kuan Yew School of Public Policy,
Bukit Timah Campus,
National University of Singapore

469C Bukit Timah Rd,
National University of Singapore,
Singapore 259772

PANEL AND POSTER SESSIONS

———

PANEL #1
FOUNDATIONS AND FRONTIERS OF BEHAVIOURAL PUBLIC POLICY

Wednesday, April 23, 12:30 PM – 02:45 PM

#1

**Clarifying by Declassifying:
Removing the Buzzwords from Behavioural Public Policy**

Adam Oliver | London School of Economics and Political Science

Buzzwords abound in behavioural public policy and are used to label various and varied conceptual policy frameworks in the field. The first and most famous of these buzzwords is 'nudge', which in its original manifestation encapsulated a coherent, if limited, perspective. However, instead of acknowledging the limitations of the approach, which several alternative frameworks were developed to address, the advocates of nudge and those with little expertise in the field widened the parameters of the framework to an extent that its original meaning was largely lost. This essay details these developments and proposes that the buzzwords that are often loosely attached to behavioural public policy interventions – e.g. nudges, nudge-plus, boosts, shoves and budges – be dropped. Instead, it is suggested that academics, practitioners, policy makers and the general public reflect more deeply on the type of society in which we collectively wish to live, and to assess each behavioural public policy intervention on its own terms to discern whether it is congruent with our societal desires.

#2

**Behavioural Public Policy Bodies:
New developments and lessons**

Faisal Naru | Think Test Do

The field of behavioural public policy (BPP) has grown rapidly in the past 10 years, as is indicated by the rising numbers of BPP bodies that routinely apply insights and methods from behavioural science to improving the effectiveness and efficiency of public policy.
Using the key findings of a study on BPP bodies and latest map of BPP bodies globally that was published in BSP journal, the presentation will present the current state of BPP globally. It will also offer key insights and future direction of behavioural public policy.

#3

**Assessing the Full Impact of Behavioral Interventions:
Accounting for Costs as well as Benefits**

Avishalom Tor | University of Notre Dame

The interest of governments worldwide in behavioral interventions ("nudges") is largely due to their perceived potential to promote desirable goals at substantially lower costs than those of traditional regulatory instruments. More recent developments suggest that at least some nudges may be efficacious, but to date very little attention has been given to their costs. This is concerning since--despite their typically low implementation costs--behavioral interventions entail private costs for their targets and third parties. Once these costs are accounted for, many nudges turn out to generate significantly lower net benefits than assumed, and some prove less efficient or less cost-effective than traditional instruments. At other times, the private costs of behavioral interventions are sufficiently large to render them socially costly and undesirable even in the absence of superior traditional instruments. Hence, policymakers should not implement nudges without assessing their full costs as well as their benefits.

PANEL #1
FOUNDATIONS AND FRONTIERS OF BEHAVIOURAL PUBLIC POLICY

Wednesday, April 23, 12:30 PM – 02:45 PM

#4

Contextual Sensitivity in Behavioural Public Policy: Adapting Lessons from Context-Aware Systems

Akshaya Balaji | Lee Kuan Yew School of Public Policy, National University of Singapore
Anirudh Tagat | Monk Prayogshala

The effectiveness of behavioural public policy (BPP) depends on an intervention's sensitivity to local contexts; interventions that succeed in one country often fail in another due to contextual differences. Our paper contributes to existing research on contextual heterogeneity by leveraging implementation science and adapting theories of context awareness from computer science. Specifically, we examine how differences in policy implementation across Asian countries can be attributed to varying levels of 'context awareness' among policymakers. We focus our analysis on conditional cash transfers (CCTs) employed in the domain of education aimed at improving school attendance and enrollment. Given that CCTs were first implemented in Latin America and their well-known feasibility in executing them across diverse contexts, we assess the various factors at play when a policymaker decides the various components of CCTs in different Asian contexts. Being context-aware in policy is related to leveraging diverse data sources to adapt and deliver services based on the user's needs, location, or interactions with their environment. Drawing on these principles, we identify key components of a context-aware system and evaluate their applicability to BPP frameworks. We recommend designing BPP with foundations in context-aware systems to allow for implementing interventions well-tailored to specific cultural settings.

#5

Nudges for People who Think

Aba Szollosi, Ben R. Newell and Nathan Wang-Ly | UNSW Sydney

The naiveté of the dominant 'cognitive-miser' metaphor of human thinking hampers theoretical progress in understanding how and why subtle behavioural interventions – 'nudges' – could work. We propose a reconceptualization that places the balance in agency between, and the alignment of representations held by, people and choice architects as central to determining the prospect of observing behaviour change. We argue that two aspects of representational (mis)alignment are relevant: cognitive (how people construe the factual structure of a decision environment) and motivational (the importance of a choice to an individual). Nudging thinkers via the alignment of representations provides a framework that offers theoretical and practical advances and avoids disparaging people's cognitive capacities.

PANEL #2
SUSTAINABILITY AND CLIMATE ACTION

Wednesday, April 23, 03:15 PM – 05:30 PM

#1

Does environmental information provision deliver? Experimental evidence from China

Tong Liu | Lee Kuan Yew School of Public Policy, National University of Singapore
Kaiping Peng | School of Social Sciences, Tsinghua University
Wei Yan | Renmin University of China

Public provision of environmental information is becoming prevalent worldwide to promote public awareness of environmental risks to protect health, but there is a lack of causal evidence on its effectiveness. This study examines how the provision of air quality information affects the behaviours, wellbeing, and academic performance of students in China. We conduct a large-scale randomized controlled trial with multiple interventions, including information on ambient air pollution and its impacts, advisories on defensive measures and the potential effects. We find significant increases in defensive measures among students, particularly for the adoption of air purifiers in response to the adverse impact of air pollution on test scores. Remarkably, air purifier adoption further improves the mental health and test scores of students. The results provide novel and useful insights into information provision, risk perceptions and behaviours, and highlight the importance of tailored behavioural advisories in information programs on air quality and beyond.

#2

Empathetic forecasting errors: barriers to sustainable lifestyle shifts?

Kate Laffan | London School of Economics and Political Science
Emma Howard | Technological University Dublin

In many areas of life, people systematically mispredict the emotional responses of others. In this paper, we investigate whether these so-called 'affective forecasting errors' arise in relation to observing and discussing counter-normative pro-environmental actions. We also explore whether they have knock-on impacts on people's willingness to discuss their pro-environmental efforts. The paper investigates this phenomenon across 10 impactful PEBs in a series of experimental vignette surveys. The findings identify areas of PEB where these errors crop up and highlight the need for behavioural interventions to update people's forecasts.

#3

Targeting the Financial and Climate Literacy of Car Owners: A Large-Scale Field Experiment on the Electric Vehicle Transition

Alberto Salvo | Department of Economics, National University of Singapore
Bing Yang Tan | Yong Loo Lin School of Medicine, National University of Singapore
Noah Lim | NUS Business School, National University of Singapore
Shanjun Li | Cornell University

Can promoting climate literacy drive individual climate action? One of the most effective climate actions an individual can take is to drive an electric car instead of a petrol car. In this paper, we report the results of a large-scale experiment on encouraging electric car uptake through raising car owners' climate literacy. Over a year, we provided 24000 car owners with information on the financial and environmental benefits of electric vehicles relative to petrol vehicles. Even after contacting participants through multiple communication methods, we find that neither type of information influenced participants' decision to buy cleaner vehicles. This null result is precisely estimated. We conclude that additional interventions beyond information provision may be required to promote climate action.

PANEL #2
SUSTAINABILITY AND CLIMATE ACTION
Wednesday, April 23, 03:15 PM – 05:30 PM

#4

The Road to Cleaner Transit: Shaping Preferences for Electric Buses through Household Education

Zhihao Han, Alberto Salvo and Timothy Wong | Department of Economics, National University of Singapore
Wai Yan Leong | Land Transport Authority Singapore

Decarbonising public transport requires electrifying the urban bus fleets that currently run on diesel. We implemented an education campaign with 1200 households over four months, repeatedly highlighting the co-benefits of investing in cleaner technology while tracking use of public transport. Education covered the private benefits of electric buses such as reduced noise and fumes, along with social benefits like improved neighborhood air quality and climate mitigation. Our intervention significantly enhanced households' awareness of bus engine types and perceived advantages of electric buses. Hypothetical choice experiments indicate that education raises willingness to pay for electric buses by ten cents per trip. The shift in preferences is observed in real behaviour, with transit payments showing a persistent rise in electric bus ridership among treated households, particularly the majority who do not own cars and residents nearby bus lines served by electric buses. Our findings suggest that repeated exposure to relatively cheap educational campaigns can effectively shape environmental preferences and widen support for environmental protection.

#5

Incentivised personal carbon scores lower the carbon intensity of urban mobility and spill over to pro-science climate attitudes

Alberto Salvo | Department of Economics, National University of Singapore
Leonard Lee and Weilun Yuen | NUS Business School, National University of Singapore

A key challenge global society faces is how to engage the public on climate risk and educate individuals on their collective responsibility as consumers, workers, investors, and citizens, including rewarding political leaders for taking regulatory action. Here we test the hypothesis that introducing personalised feedback on the environmental impacts of a consumer's frequent choices in a specific domain—urban mobility—can lower the carbon-intensity of those choices and spill over to pro-environmental beliefs and attitudes more generally. We recruited 330 university students into a semester-long randomised control trial. We tracked urban mobility choices and, for conditions other than a control, we mapped these choices to personal carbon scores and messaged participants on the environmental co-benefits of taking public transport, including reduced carbon emissions, improved air quality, and active mobility. Participants who stood to receive rewards for low-carbon scores over reference periods of three weeks shifted their choices the most—away from single-rider car travel. Participants did not object to receiving personal carbon scores, likely due to their exposure to positive and hopeful messaging on the importance of taking climate action. We find evidence that the urban mobility intervention, in its strongest form of offering low-carbon rewards on top of tracking personal carbon scores and environmental messaging, shifted stated climate change beliefs and attitudes more generally, i.e., not only specific to the urban mobility domain. This research paves the way for a scalable fintech solution that integrates personal carbon tracking with real-time transportation choices, empowering climate leaders.

PANEL #3
EDUCATION, PUBLIC HEALTH AND ARTIFICIAL INTELLIGENCE

Thursday, April 24, 10:30 AM – 12:20 PM

#1

Behavioural Interventions and Foundational Literacy Gains: Empirical Evidence from an AI-Driven Educational Platform in India

Aditi Bhutoria | Indian Institute of Management Calcutta

This study examines the effectiveness of Freadom, an AI-driven adaptive learning platform, in improving literacy for a sample of 23,000 students in Grades 2–6 across 24 private schools in Lucknow, Uttar Pradesh, India. The learning platform integrates behavioural interventions—including badges, rewards, and nudges—to reinforce habit formation, digital engagement, and intrinsic motivation. Using a pre-post evaluation methodology with robustness checks, we estimate the effectiveness of the intervention on three key literacy components: Comprehension, Vocabulary, and Oral Reading Fluency (ORF). Findings indicate statistically significant literacy gains across the measured components, with differential effects based on implementational variations, usage intensity, and school context. Ongoing analysis seeks to isolate the causal impact of specific behavioural interventions. Our findings provide evidence on the role of AI-driven personalised learning in structured school environments and its potential scalability for policy and practice in Asian and developing-country contexts.

#2

Can Artificial Intelligence Democratise Law?

Benjamin Chen | University of Hong Kong

Law is supposed to guide conduct, and all citizens are presumed to know the law. Yet, legal rules and principles can be opaque even to trained professionals. Recent advances in artificial intelligence promise to make the law more accessible to its subjects. Applications built on Large Language Models now dispense legal information on demand. These innovations can raise legal awareness and enhance rights consciousness. At the same time, there is a possibility that ordinary people will be skeptical of legal counsel when it comes from a machine rather than a human.

We conduct a survey experiment on more than 3000 adult residents in the People's Republic of China to test for aversion towards algorithmic legal advice. Across four scenarios, there is no evidence of legal guidance being regarded as being less reasonable when it is described as the product of artificial intelligence. Further analysis suggests that there are cancelling effects. Machine-generated advice is perceived as more objective, thereby increasing reasonability judgments. But it is also seen as less able to consider all factors and take into account unique circumstances, thereby decreasing reasonability judgments. Overall, these results provide qualified support for using technology to make law available to the masses.

PANEL #3
EDUCATION, PUBLIC HEALTH AND ARTIFICIAL INTELLIGENCE

Thursday, April 24, 10:30 AM – 12:20 PM

#3

Behavioural Public Policy in Action: Aarohi's Model for Sustainable Himalayan Development

Pankaj Tewari and Samiran Narayan | Aarohi Society

Aarohi, a grassroots organisation in Uttarakhand, India, has pioneered an integrated approach to development by leveraging behavioural public policy principles in healthcare, education, livelihoods and community forestry. Initiated in 1992, Aarohi has kept community-driven interventions at focal to improve health-seeking behaviours for vulnerable Himalayan communities via its curative and robust community health services linked via a mobile medical unit, enhanced formal educational outcomes, and strengthened sustainable development through its enterprises driving the local economy via native climate resilient farming practices.

These initiatives have directly increased healthcare access for over 165 villages, reduced school dropout rates in 23 villages, and improved economic resilience in over 53 villages. Through behavioural insights—such as social norm nudges, participatory rural appraisal, community upskilling especially women and incentive-driven participation—Aarohi has successfully created self-sustaining models of change. This paper evaluates the impact of Aarohi's interventions, providing empirical insights into how behavioural strategies can drive long-term development in remote, resource-constrained settings for rural Himalayan communities.

#4

Leveraging Behavioural Insights to Enhance Early Education: Evidence from Two Field Experiments with Parents and Teachers in Rural India

Sneha Shashidhara and Sonal Garg | Centre for Social and Behaviour Change, Ashoka University

Foundational literacy and numeracy (FLN) education is crucial for children's educational success, yet many Indian rural districts face challenges in achieving desired outcomes. This paper presents evaluation findings of two field experiments, focusing on parents and teachers. The first experiment engaged parents from low-income/low-literacy backgrounds through structured activities delivered offline via workbooks or via WhatsApp groups. These activities nudged parents to support at-home learning and emphasised their role as effective coaches. The second study identified behavioural barriers teachers face, such as cognitive overload, status quo bias and low sense of control. Interventions, including bite-sized lesson plans delivered via a chatbot and video-based demonstrations, shared on WhatsApp, were designed to simplify information and improve classroom instruction. The two experiments offer a holistic perspective on the potential of behaviourally informed strategies to boost key stakeholder engagement for better education outcomes while contributing to the growing application of behavioural science in education policies.

PANEL #4
CONSUMER AND
LABOUR MARKETS PART 1

Thursday, April 24, 01:30 PM – 03:20 PM

#1

Prospect Theory and the Prospect of Babies: Falling Fertility in Advanced Asian Societies

David Oliver Kasdan | Graduate School of Governance, Sungkyunkwan University

Declining fertility rates in Korea and other Asian countries signal serious social welfare problems. Millennials and GenZ view reproduction as fraught with issues rooted in a shift from regarding offspring as a ready labour force for clan success to thinking of children as a burden that will limit personal fulfillment in a precarious future. From the perspective of Prospect Theory, contemporary Korea places childbearing in the bottom left quadrant of the curve (losses overvalued), rather than in the top right quadrant (gains undervalued). This is reinforced by social and political trends; the former a result of increased wealth and civil rights enjoyed by Koreans, the latter as a reaction to those selfsame trends. Population density, urbanisation, and the competitiveness of education and opportunity in Korea also weigh on reproduction decisions. This paper explores the model of fertility rates under Prospect Theory and offers policy approaches to improve social welfare outcomes.

#2

Optimising Job Matching Services using Normative Social Influence: Implications for using Behavioural Science in Labor Market Policy in Saudi Arabia

Monerah Almahmoud, Bader Batarfi, Nouf Bin Saeed, Ghyda Niazy, Fai Aldokhi, Alhanoof Al Ohaly, Albandari Al Harbi, Ahmed Almousa | Department of Behavioural Science, Human Resources Development Fund, Saudi Arabia

This paper presents three studies leveraging behavioural science to enhance job-matching services on Saudi Arabia's National Unified Employment Platform. The first study targeted 8,768 employers with SMS interventions using social proof, framing, and salience, resulting in a 15% increase in job postings and a 0.6% predicted rise in employment. The second experiment engaged 1,360 gig workers in e-hailing, where weekly reminders and social proof messages boosted task completion by 45%, equating to 29,000 additional trips and SAR 0.4 million in benefits. A third survey of 31,530 job seekers revealed that peer-behaviour nudges increased application rates by 38%, particularly among experienced users.

These findings demonstrate how normative influences, which tend to be stronger in collectivist societies like Saudi Arabia, effectively drive employer and employee decision-making. By addressing inefficiencies on digital platforms, this research underscores the scalability of social proof and its value in shaping labour market policies.

PANEL #4
CONSUMER AND
LABOUR MARKETS PART 1
Thursday, April 24, 01:30 PM – 03:20 PM

#3

Instability of Present Bias Over Weekdays and Weekends

Karan Arora | Lee Kuan Yew School of Public Policy, National University of Singapore

Behavioural biases are assumed to be stable characteristics of individuals. In my paper, I test this assumption by exploring how present bias (i.e., the pursuit of immediate gratification or self-control problems) varies over weekly temporal landmarks - weekdays (Mon-Fri) and weekends (Sat-Sun) using five years of panel data from the Japanese Preference Parameters Study. After controlling for various time-varying and time-invariant factors, I find that present bias is stable for the general population. However, it is unstable for individuals who work very long hours (> 50) during the week. It is significantly lower on Sundays compared to weekdays and highest on Mondays when compared to Sundays. Instabilities in present bias during the week may lead to repetitive spurts of poor intertemporal decision-making (e.g., smoking or drinking alcohol). Policy interventions that strategically target these instabilities may have positive welfare consequences. My findings are particularly relevant for public health policies in Asian countries where long work hours are prevalent.

#4

How Much Can I Make? Insights on Belief Updating in the Labor Market

Kenneth Chan | Yong Loo Lin School of Medicine, National University of Singapore
Sebastian Brown | University of California, Santa Barbara

We use a nationally representative survey, the labour supplement of the Survey of Consumer Expectations, to study how people update their wage expectations. Using the excess belief movement test (Augenblick and Rabin, 2021), we find strong evidence of non-Bayesian learning at the aggregate level. Among survey respondents who answered at least twice, we observe an average belief movement of 517% of the reduction in uncertainty—417% more than the Bayesian benchmark. Our results suggest that information provision policies can be effective, as people tend to over-update relative to the Bayesian model. This pattern aligns with belief updating biases, such as base rate neglect. Simulations suggest that the result cannot be explained solely by measurement error. Additionally, we find asymmetric updating: individuals update their beliefs more when they receive good wage offers compared to bad ones.

PANEL #5
CONSUMER AND
LABOUR MARKETS PART 2

Thursday, April 24, 03:50 PM – 05:40 PM

#1

Swapping Signals: When and How Learning is Obfuscated

Srijita Ghosh | Ashoka University
Eric Spurlino | USA Federal Trade Commission

In this paper, we consider a market where information is readily available but often cognitively costly and sellers can directly affect the learning,i.e., obfuscate information for the buyer in myriad of ways. Using the framework of a one-shot strategic communication game, we model the equilibrium obfuscation behaviour of the seller. In our model, the buyer pays a cognitive cost of learning and the seller can garble the posterior belief distribution of the buyer directly. We find that in equilibrium, if the buyer's belief is favourable it is optimal to obfuscate fully, however, in case of unfavourable belief an intermediate (or zero) level of obfuscation becomes optimal. We also find that the range of parameters where obfuscation is optimal expands with the cognitive capacity of the buyer. Our framework is agnostic about the form of obfuscation. Furthermore, we use two examples, namely, hiding information and providing misleading information to demonstrate how our model can be used to make testable predictions across different obfuscation practices. This allows us to provide insight into disclosure policies.

#2

When Transparency Fails: How Altruistic Framing Sustains Demand for Useless Advice Despite Complete Information

Nattavudh Powdthavee, Yohanes E Riyanto and Xiaojie Zhang | Department of Economics, Nanyang Technological University

This study examines whether complete transparency about the randomness of prediction-generating processes mitigates the hot hand fallacy and the conditions under which it may fail. In a pre-registered laboratory experiment (N=750), we showed that transparency about the prediction-generating processes reduced individuals' belief in the hot hand of fair coin flip predictions. However, this effect significantly weakened when we shifted from paying to donating for predictions. Participants exposed to streaks of accurate predictions under altruistic framing were more inclined to donate despite knowing the randomness involved. We explore underlying mechanisms and discuss implications for decision-making in economics and finance. The findings highlight the need for policies that integrate behavioural insights, combining financial literacy programs with emotionally aware public campaigns to enhance consumer protection and reduce susceptibility to financial scams, a critical issue in many Asian countries.

PANEL #5
CONSUMER AND LABOUR MARKETS PART 2

Thursday, April 24, 03:50 PM – 05:40 PM

#3

Monitoring Financial Applications: Sludge Audit as a Tool for Consumer Protection

Mashaael Alsowelim, Nafa Ben Haddej and Faisal Johar | Decision Support Center, Saudi Arabia

Retail investing is rising in Saudi Arabia through technology, but users are often vulnerable to how app designs subconsciously impact their behaviour. This research conducts a sludge audit of investment apps to identify possible sources of consumer harm, intentional or not. A novel NAIL framework (Navigation, Aesthetics, Information, Language) was used to detect sludges from a well-known investment app. An online RCT then compared the sludge-heavy control journey with three treatments that: (a) fix sludges (b) add a pre-journey finance crash course and (c) a combination of both. Results show that the first treatment (fixing sludges) most significantly impacted the three outcome variables of ease-of-use, trust and adoption by at least 10%. Detailed findings also show varying levels of benefits across different demographics, such as age, gender and education. The implication here is for regulators to monitor financial apps' designs to prevent potential user exploitation and ensure consumer protection.

#4

Why can Behavioural Science be Useful for Promoting Consumption in China?

Wu Haili | International Business School Suzhou, Xi'an Jiaotong-Liverpool University

In the recent China's annual central economic work conference, which was held on December 11-12 in 2024, promoting consumptions has been made No.1 priority by China's top leaders. It thus highlights the urgency of the matter. However, unlike in the developed economies, consumptions in China have been held low for many decades. Traditional macroeconomic policy measures such as interest rate fail to be an effective policy tool in promoting demand in China. Thus, it is possible that behavioural science may offer insights about how to promote consumptions, especially green consumptions in China. However, research on this area is very limited.

According to Milkman et al. (2021), megastudies can help improve the impact of applied behavioural science and offer insights to policy makers about how to improve citizens' decision and outcomes. Thus, I intend to design the empirical study as follows:

1) First, four different behavioural interventions are designed and distributed among young Chinese consumers from two different regions. It is meant to test which behavioural interventions would be the most effective in promoting green consumptions in a hypothetical scenario and whether there are regional cultural variations.

2) In the second study, the behavioural intervention which is approved to be the most effective in the first study will be distributed among consumers in one region in a real case scenario. It is to test if green consumptions can be improved after the intervention.

The results could become effective policy tools for China's top economic problem.

POSTER PRESENTATIONS

OTH Conference Room
Thursday, April 24, 12:20 PM – 01:30 PM

#1

From Lightsticks to Policy Impact: Behavioural Insights on K-POP Fandom's Strategies for Policy Advocacy

Rosalina Woro Subektie, Mohammad Nurul Huda and Citra Safira | Universitas Diponegoro

This research investigates the role of K-POP fandom in mobilising collective action against Indonesia's proposed 12% VAT increase, set to take effect in 2025. Employing behavioural insights, specifically nudge theory, the study elucidates how K-POP fans leverage their shared identity and cultural symbols for policy advocacy. Through qualitative analysis of digital activism on social media and field protests, the research highlights unique tactics—such as memes, photographs, videos, lightsticks, and K-POP songs—that educate the public and garner support against the policy. Findings suggest that social norms and creative expressions within fandoms facilitate mass participation and reframe public discourse on taxation by connecting policy implications to cultural identity. This research provides critical insights into the intersection of popular culture, behavioural science, and public policy, offering valuable guidance for policymakers on leveraging collective behaviour in the contemporary digital era.

#2

How Do Behavioural Drivers Influence Renewable Energy Adoption in Rural Philippine Communities?

Larry Jay G. Samontina | Department of Science and Technology XI

This study examines the behavioural drivers influencing renewable energy adoption in rural Philippine communities by analyzing baseline data from 200 households across four sites in the Davao Region. Results indicate that 91.5% of respondents perceive electricity access as critical for disaster preparedness, while 88.5% report limited income-generating activities due to insufficient energy access. Although 86% have off-grid electricity, 82.5% rely on solar panels, and 14% still use traditional lighting such as kerosene lamps. Education is significantly impacted, with 84% of respondents stating that inadequate lighting hampers children's study habits. Remarkably, all of respondents expressed willingness to adopt renewable energy technologies, citing both cost-effectiveness and environmental advantages. Despite this demonstrated interest, financial and technical constraints persist. These findings provide actionable insights can guide policies and programmes designed to improve energy access, enhance livelihoods, and support sustainable development. Future studies should assess the long-term impact of interventions and refine policy implementation strategies.

#3

Smartphone Regulation in Schools: Indonesia's Context

Fathiyya Nur Rahmani and Hanna Raisya | Pusat Studi Pendidikan dan Kebijakan (PSPK)

In the past decade, smartphones have significantly influenced social interactions, particularly through social media, which has altered children's online behaviour. By 2024, 67.65% of children in Indonesia were reported as social media users, making it the second most common online activity, often unrelated to academic purposes. With over 80% of Indonesian children enrolled in formal education, it is crucial to explore policies that could limit smartphone use during school hours. While one in seven countries has enacted such regulations, Indonesia has yet to adopt similar measures despite ongoing discussions about limiting children's social media access. This study will conduct a scoping review of global literature on smartphone bans in schools to assess their effects on student engagement, academic outcomes, mental health, and cyberbullying in Indonesia. This research aims to inform evidence-based policy recommendations for Indonesia, contributing to the understanding of behavioural public policy in educational contexts.

#4

The Road to Electric Mobility in India: Understanding Behavioural and Economic Barriers

Pranshu Raghuvanshi and Anjula Gurtoo | Indian Institute of Science, Bangalore, India

Electric vehicles (EVs) are critical for reducing carbon emissions, yet adoption rates remain low due to several economic and behavioural reasons. In this study, we collect novel data on more than 400 potential four-wheeler vehicle buyers using a survey questionnaire with 33 measurement items. Using Principal Component Analysis and Multivariate Logistic Regression, we found that perceived behavioural control, subjective norms, and adoption anxiety significantly influence the intention to adopt electric vehicles. Consumer attitude is not significant, as the theory of planned behaviour predicted. Instead, adoption anxiety is significant. This study's results inform our ongoing randomised controlled experiment, testing informational interventions to address behavioural issues linked to the identified significant aforementioned factors. The results of the randomised controlled experiment will provide insights for policymakers and marketers to design targeted interventions that effectively nudge consumers to adopt electric vehicles.

#5

Using Behavioural Nudges to Reduce Car Usage and Ease NEL Congestion: A Singapore Case Study

Mak Ho Yu Jae | Yale-NUS College and DBS Bank
Jean Liu | Yale-NUS College and World Health Organisation

The role of nudges as a behavioural intervention has gained growing global recognition. However, their application in encouraging public transportation in Singapore remains underexplored. Therefore, this study aims to investigate whether behavioural nudges are effective in promoting public transport use in Singapore through two online experiments. In Study 1, participants (N = 1,000) will be randomly assigned to one of six message conditions: Descriptive, Prescriptive, Injunctive, Culture-Specific, Gain-Frame, or Control. Study 2 (N = 1,000) will extend this by testing norms-based messaging alongside digital nudges within the Travel Smart Journeys scheme to encourage bus use over the North-East Line. By examining (i) attitudes, (ii) intentions toward public transport, and (iii) simulated commuting decisions, this study aims to assess the effectiveness of nudges and identify demographic predictors of nudge receptiveness. The insights from this study may identify effective approaches to promote public transport use, including future policies and campaigns.

SPEAKERS' BIOS

———

KEYNOTE SPEAKERS

LUCIA REISCH

UNIVERSITY OF CAMBRIDGE

El-Erian Professor of Behavioural Economics & Policy, Cambridge Judge Business School

Director of the El-Erian Institute of Behavioural Economics and Policy

Professorial Fellow of Queens' College

Lucia Reisch is the El-Erian Professor of Behavioural Economics and Policy and the inaugural Director of the El-Erian Institute for Behavioural Economics and Policy at Cambridge Judge Business School and a member of the Economics and Policy Subject Group. She is also the Academic Director of the YNOT Institute: Data Science for Equity at Queen's College, University of Cambridge.

Lucia is a behavioural economist and consumer researcher, and her research interests focus on the theory and application of behavioural insights to promote behavioural change in individuals and organisations towards societal welfare and sustainable development. She brings two decades of experience with high-level policy consulting on consumer behaviour and behavioural policy. She has been founding chair of the Advisory Council for Consumer Affairs of the German Federal Ministry of Justice and Consumer Protection (2014-2018), a member of the German Bioeconomy Council, the German Council for Sustainable Development (2010-2019), and a regular member of high-level scientific committees and ad hoc groups consulting for the German Chancellor Angela Merkel on sustainability issues. Beyond the German government, Lucia has consulted for international organisations (EU, OECD, UNEP, World Bank, Inter American Bank) and governments worldwide on making use of behavioural insights.

Her academic achievement has been rewarded with being elected as a lifelong member of the German National Academy of Science and Engineering. She is also an honorary Leibniz Professor at the Leibniz Institute for Prevention Research and Epidemiology in Bremen, and an Elected Member of the Technical Academy of Science of Germany.

Lucia is the Editor-in-Chief of the Journal of Consumer Policy (SpringerNature), and on the editorial board of Behavioural Public Policy (Oxford University Press) and Food Policy (Elsevier). She is also a contributing author to the Intergovernmental Panel on Climate Change (IPCC) 6th Assessment Report.

SUMIT AGARWAL

NATIONAL UNIVERSITY OF SINGAPORE

Low Tuck Kwong Distinguished Professor of Finance, Economics and Real Estate

Managing Director of Sustainable and Green Finance Institute

Sumit Agarwal is the Low Tuck Kwong Distinguished Professor of Finance at the Business School and a Professor of Economics and Real Estate at the National University of Singapore (NUS). He is the Managing Director of Sustainable and Green Finance Institute at NUS. He is also the President of Asian Bureau of Finance and Economic Research.

In the past, he has held positions as a Professor of Finance at the Business School, Georgetown University. Before that he was a senior financial economist in the research department at the Federal Reserve Bank of Chicago and prior to joining the Chicago Fed, he was a senior vice president and credit risk management executive in the Small Business Risk Solutions Group of Bank of America.

Sumit's research interests include issues relating to household sustainability, financial institutions, household finance, behavioural finance, and real estate markets. He has published over one hundred and twenty five research articles in economics and finance journals among others. Additionally, he has co-written six books titled Why We Feel Blue When the Air is Grey , Kiasunomics 3, Introduction to Household Financial Management , Kiasunomics 2, Household Finance: A Functional Approach , and Kiasunomics , and also co-edited two collected volumes titled Impact of COVID-19 on Asian Economies and Policy Responses, and Household Credit Usage: Personal Debt and Mortgages.

He writes regular op-eds in the Straits Times and is featured on various media outlets like the CNA, BBC, CNBC, and Fox on issues relating to finance, banking, and real estate markets. Sumit's research is widely cited in leading newspapers and magazines like the Wall Street Journal, The New York Times, The Economist, and the U.S Presidents Report to Congress. He also runs a Podcast on household financial decision making called Kiasunomics.

PANEL PRESENTERS

MONERAH **ALMAHMOUD**

HUMAN RESOURCES DEVELOPMENT FUND, SAUDI ARABIA
Director, Behavioural Science Department

Monerah Almahmoud is the Director of the Behavioural Science Department at the Saudi Human Resources Development Fund. She holds a PhD in Human Development from the University of Rochester. She aims to bridges the gap between research and implementation, translating evidence- based practices and findings into actionable strategies to inform policy design and program development. Her expertise is pivotal in empowering youth development that shapes the future of Saudi human capital to foster sustainable growth, enhance societal outcomes, and promote resilience, adaptability, and innovation.

MASHAAEL **ALSOWELIM**

BEHAVIOURAL RESEARCH HUB, SAUDI ARABIA
Senior Researcher

Mashaael Alsowelim is a senior researcher at the Behavioural Research Hub based in Riyadh, Saudi Arabia. She holds a MSc in Social Innovation & Entrepreneurship from the London School of Economics (LSE) and specializes in behavioural science and its application to public policy. Recognized for outstanding academic achievements, she has been awarded the London School of Economics (LSE) Best Dissertation-Consulting (2019) and The Association for Business Psychology Student Award (2018) in the UK. With a background in research, marketing, and project management, her work currently involves leveraging the latest research and insights into impactful policy recommendations.

KARAN **ARORA**

NATIONAL UNIVERSITY OF SINGAPORE, SINGAPORE
PhD Candidate, Lee Kuan Yew School of Public Policy

Karan Arora is a 2nd year PhD in Public Policy candidate at the Lee Kuan Yew School of Public Policy, National University of Singapore. His research interest lies in understanding how behaviour change interventions can be tailored to the temporal context to improve adherence, uptake and implementation. He is also the founder of a behavioural economics research and consulting company in India that helps leading organisations solve complex challenges, and holds an MSc (Distinction) in Behavioural and Economic Science from the University of Warwick.

AKSHAYA **BALAJI**

NATIONAL UNIVERSITY OF SINGAPORE, SINGAPORE
Research Analyst, Asia Competitiveness Institute, Lee Kuan Yew School of Public Policy

Akshaya Balaji is a Research Analyst at the Asia Competitiveness Institute, Lee Kuan Yew School of Public Policy – National University of Singapore (NUS). She primarily handles the 'ACI's Competitiveness Analysis of the Sub-National Economies of India' exercise, an annual publication. Besides this, her research projects focus on studying India's latest developments, growth and transformation predominantly at the state-level.
Balaji obtained her Master of Economics degree from NUS and her Bachelor of Arts in Economics (Honours) from Christ University, Bengaluru, India. Her previous roles include Student Assistant at the Institute of South Asian Studies (ISAS-NUS) and Junior Research Assistant at Monk Prayogshala's Department of Economics. Her research interests span the fields of Public Policy, Behavioural Economics and Policy Impact Evaluation

ADITI **BHUTORIA**

INDIAN INSTITUTE OF MANAGEMENT CALCUTTA, INDIA
Assistant Professor

Aditi Bhutoria is an economist specializing in education, technology, and public policy. She is a faculty at the Indian Institute of Management Calcutta (IIMC), prior to which she was a postdoctoral fellow at Harvard Kennedy School.She holds a DPhil from the University of Cambridge and an MSc Economics from LSE. She has worked with Swiss Re Services Ltd and PwC. She advises research initiatives globally and is associated with the African Synthesis Centre for Climate Change, Environment and Development (ASCEND), the EdTech Hub, Education and Training Evaluation Commission (Kingdom of Saudi Arabia), among others. She has published in peer-reviewed education and policy journals like Computers and Education, International Journal of Educational Research, Journal for Research on Educational Effectiveness, Journal of Bullying Prevention, amongst others. At IIMC, she coordinates the Center for Entrepreneurship and Innovation and directs the Education Leaders Programme (EdLEAP).

KENNETH **CHAN**

NATIONAL UNIVERSITY OF SINGAPORE, SINGAPORE
Research Fellow, Center for Behavioural and Implementation Science Interventions,
Yong Loo Lin School of Medicine

Kenneth Chan is a research fellow at the National University of Singapore, Yong Loo Lin School of Medicine, Center for Behavioural and Implementation Science Interventions (BISI). He received his PhD in economics from the University of Califonia, Santa Barbara in Economics in 2024. He is a Behavioural and Experimental Economist with an interest in belief updating, information economics, and health economics.

BENJAMIN **CHEN**

UNIVERSITY OF HONG KONG, HONG KONG
Associate Professor of Law and Director, HKU Law and Technology Centre

Benjamin Chen is Associate Professor of Law at the University of Hong Kong and Director of its Law and Technology Centre. He is also a research affiliate at the ETH Zurich Centre for Law and Economics. An interdisciplinary legal researcher interested in administrative and judicial processes and institutions, he studies consequentialist reasoning in law and policy, governance by and through courts, and the impact of artificial intelligence on justice and its administration. Benjamin graduated with a J.D., Order of the Coif, and a Ph.D in Jurisprudence and Social Policy from the University of California, Berkeley. He previously served as a judicial law clerk on the United States Court of Appeals for the Ninth Circuit and has held academic positions at Columbia University and the National University of Singapore.

SONAL **GARG**

ASHOKA UNIVERSITY, INDIA
Research Specialist, Centre for Social and Behaviour Change

Sonal is a monitoring and evaluation (M&E) professional with a master's degree in economics. She specializes in improving program processes and measuring the impact of government schemes and NGO initiatives. Currently a research specialist at the Centre for Social and Behaviour Change, Ashoka University, Sonal previously worked with NITI Aayog, India's top government think tank, where she managed evaluations of large-scale government programs in agriculture, food security, health and nutrition. She has also led M&E capacity-building efforts for the government. At CSBC, she manages behavior change projects in education, working closely with teachers, students and government stakeholders in rural and underserved communities.

PANEL PRESENTERS

SRIJITA **GHOSH**

ASHOKA UNIVERSITY, INDIA
Assistant Professor, Department of Economics

Srijita Ghosh is an Assistant Professor from Ashoka University's Department of Economics. She obtained her PhD from New York University, NY in 2019. Her main research area is the role of cognitive constraints in individual and strategic decision-making. I use both theoretical and experimental approaches to explore my research questions. Sher earned her BSc in Economics from Presidency College, Kolkata in 2011 and MS(Quantitative Economics) from the Indian Statistical Institute in 2013.

ZHIHAO **HAN**

NATIONAL UNIVERSITY OF SINGAPORE, SINGAPORE
PhD candidate, Department of Economics, Faculty of Arts and Social Sciences

Zhihao Han is a fourth-year PhD student in the Department of Economics at the National University of Singapore. My research focuses on strategies for decarbonizing the transportation, energy, and food industries. I am also interested in the evaluation of non-market goods, including noise and air pollution.

DAVID OLIVER **KASDAN**

SUNGKYUNKWAN UNIVERSITY, SOUTH KOREA
Professor of Public Administration, Graduate School of Governance

David Oliver Kasdan is professor of public administration in the Graduate School of Governance at Sungkyunkwan University, Seoul. His research interests include disaster management, behavioural economics, and administrative philosophy.

KATE **LAFFAN**

LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE, UNITED KINGDOM
Assistant Professor in Behavioural Science, Psychological and Behavioural Science Department

Kate Laffan is an Assistant Professor in Behavioural Science in the Psychological and Behavioural Science Department at the London School of Economics. She is also a member of the consultation group for the International Behavioural Public Policy Association. Kate's research lies at the intersection of psychology and economics and she uses primarily quantitative methods including lab, field and online experiments, as well as surveys and secondary data analysis, to investigate the drivers of human behaviour and wellbeing and design and test interventions to shape how people act.

TONG **LIU**

NATIONAL UNIVERSITY OF SINGAPORE, SINGAPORE
Assistant Professor of Economics, Lee Kuan Yew School of Public Policy

Tong Liu is an Assistant Professor of Economics in the Lee Kuan Yew School of Public Policy at the National University of Singapore. Previously, he was a research assistant professor at the Hong Kong University of Science and Technology (HKUST) and a postdoctoral fellow at Stanford University. He obtained his PhD from HKUST.

FAISAL **NARU**

THINK TEST DO, UNITED KINGDOM
Director and Founder

Faisal Naru was the inaugural Executive Director of the Policy Innovation Centre at the Nigerian Economic Summit Group with Rockefeller Philanthropy Advisors, where he set up Africa's first national level "behavioural unit". Prior to setting up the PIC, Faisal founded the work at the OECD on Behavioural Insights and is responsible for a number of OECD publications, guidelines, and establishing communities of practice internationally. At the OECD, Faisal also set up an internal behavioural capacity in the Executive Director's Office that applied behavioural science into management and organisational change.
He serves on a number of international committees, is a speaker at various behavioural science Masters and Education Programmes, and advises a number of governments and public bodies on strategy and reform. He is a former member of the UK Government's Cabinet Office, Head of Practice and Leadership Board Member for global development consultancy. He graduated from the University of Oxford.

ADAM **OLIVER**

LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE, UNITED KINGDOM
Professor of Behavioural Public Policy

Adam Oliver is a Professor of Behavioural Public Policy in the Department of Social Policy at the London School of Economics and Political Science. An economist by training, his PhD empirically challenged the axioms of rational choice theory over health outcomes (supervised by Professors Graham Loomes and Michael Jones-Lee). Early in his career he conducted studies on a wide range of behavioural economic phenomena and concepts, such as prospect theory, rank-dependent utility theory, the Allais and Ellsberg paradoxes, time preferences, the gestalt characteristics, and preference reversals. More recently, he has helped to develop the new field of behavioural public policy. His trilogy of books captures his contribution to the field: The Origins of Behavioural Public Policy (2017), Reciprocity and the Art of Behavioural Public Policy (2019), and A Political Economy of Behavioural Public Policy (2023). Oliver, together with George Akerlof and Cass Sunstein, is the Founding Editor of the journal, Behavioural Public Policy, Founder of the Annual International Behavioural Public Policy Conference, and Founding Chair of the International Behavioural Public Policy Association. He is the world's first Professor of Behavioural Public Policy.

ABA **SZOLLOSI**

UNSW SYDNEY, AUSTRALIA
Lecturer, School of Psychology and Institute for Climate Risk & Response

Aba Szollosi is a lecturer in the School of Psychology and in the Institute for Climate Risk & Response at UNSW Sydney. His research interests include human learning and decision making under uncertainty and behaviour change methods.

BING YANG **TAN**

NATIONAL UNIVERSITY OF SINGAPORE, SINGAPORE
Data Manager, Yong Loo Lin School of Medicine

Trained as an environmental economist, Bing Yang Tan studies some of today's major threats to public health - climate change and pollution exposure. His work is cross-disciplinary, with applications to environmental health, physiology, and economics. He did his PhD at Vanderbilt University and is currently at the NUS Yong Loo Lin School of Medicine, National University of Singapore.

PANEL PRESENTERS

AVISHALOM **TOR**

UNIVERSITY OF NOTRE DAME, UNITED STATES
Professor of Law and Director, Research Programme on Law and Market Behaviour

Professor of Law and Director, Program on Law and Economics (NDLE) and Research Program on Law and Market Behavior (ND LAMB), Notre Dame Law School. Awarded his first law degree and a degree in psychology from the Hebrew University of Jerusalem (LL.B. & B.A. 1996), a masters and a doctorate from Harvard Law School (LL.M. 1998, S.J.D. 2003), and an honorary doctorate from the University of Lucerne (Dr. h.c. 2024, in recognition of "exceptional contributions to the field of behavioral-legal research"). Professor Tor has published twelve edited academic volumes and nearly fifty articles and book chapters and won a number of competitive international grants and awards. His scholarship draws on theoretical and experimental methods to study competition and cooperation, behavioral law and economics, and behavioral public policy. Avishalom is a frequent Visiting Professor in Europe (including University of Bonn, Bucerius Law School, St. Gallen Law School, University of Lucerne, and University of Louvain) and Israel (Hebrew University of Jerusalem, Tel Aviv University, and University of Haifa). He advised Commissioner Harbour of the U.S. Federal Trade Commission (2003-2005), was Secretary and Management Board member of the European Association of Law and Economics (2008-14) and is a founding Board Member of the International Behavioural Public Policy Association (2022-).

PANKAJ **TEWARI**

AAROHI SOCIETY, INDIA
Executive Director

Pankaj Tewari is the Executive Director of Aarohi, a Nainital-based non-profit, with over two decades of experience in environmental research, sustainable mountain development, and livelihood security. A PhD in Forestry and Environment Science from Kumaun University, Nainital he has worked extensively with marginalized communities, including the Van Raji tribes. He has led 21 projects funded by organizations like the World Bank, GIZ, ICIMOD, Tata Trusts, and UNDP, focusing on climate change, natural resource management, and sustainable livelihoods. A published author of 34 research papers, he received a Certificate of Excellence for his contributions to the World Bank-funded Uttarakhand Decentralized Watershed Development Programme. Dr. Tewari has trained professionals in international programs, including UN-Habitat's initiative in Afghanistan, and serves on PROLINNOVA's India Steering Committee and IUCN's Commission on Ecosystem Management. His current work emphasizes networking, technology replication, and holistic development for climate resilience in mountain regions.

HAILI **WU**

XI'AN JIAOTONG–LIVERPOOL UNIVERSITY, PEOPLE'S REPUBLIC OF CHINA
Associate Professor in Economics, International Business School Suzhou

Dr. Haili Wu is currently an Associate Professor in Economics at International Business School Suzhou, Xi'an Jiaotong-Liverpool University, China. Haili has obtained BA and MA in Economics at Cambridge University, Master in Law at Queen Mary College, University of London, and PhD in Psychology at University College London. In her professional life, she has earned the Chartered Financial Analyst charter since June 2013, with over a decade's experience working in the London financial sector and extensive experiences of consulting for governmental bodies in China and the Middle East.

PANEL PRESENTERS

WEILUN **YUEN**

NATIONAL UNIVERSITY OF SINGAPORE, SINGAPORE
PhD Candidate, Department of Marketing, NUS Business School

Weilun Yuen is a PhD candidate in the Department of Marketing at NUS Business School. His research centers on consumer welfare, with a particular focus on wellbeing, mental health, and transportation. As an emerging scholar, Weilun has published in the *Journal of Personality* and contributed to a book and a book chapter on happiness and wellbeing in Singapore.

XIAOJIE **ZHANG**

NANYANG TECHNOLOGICAL UNIVERSITY, SINGAPORE
PhD Candidate, Department of Economics, College of Humanities, Arts and Social Sciences

Xiaojie Zhang is a PhD student of Economics at Nanyang Technological University, Singapore. Her research interests lie in experimental economics, focusing on how social biases such as gender norms, racial discrimination, and belief systems influence decision-making and shape socio-economic outcomes.

POSTER PRESENTERS

MAK **HO** YU JAE

YALE-NUS COLLEGE AND DBS BANK, SINGAPORE
Final-year Psychology major and Behavioural Science Analyst

Jae Mak is a final-year Psychology major in Yale-NUS College and a Behavioural Science Analyst at DBS Bank, interested in the role of behavioural science in shaping decision-making, user experience and policy design.

PRANSHU **RAGHUVANSHI**

INDIAN INSTITUTE OF SCIENCE, INDIA
PhD Candidate, Department of Management Studies

Pranshu Raghuvanshi is a PhD scholar at the Indian Institute of Science. He was awarded a research fellowship by the University Grants Commission of India. He holds a bachelor's degree in mechanical engineering and two postgraduate degrees—one in Public Policy from the National Law School of India University and another in Public Administration. His research focuses on applying experimental methods to address policy challenges in the environment and development sectors.

POSTER PRESENTERS

FATHIYYA NUR **RAHMANI**

PUSAT STUDI PENDIDIKAN DAN KEBIJAKAN (PSPK), INDONESIA
Researcher and Policy Analyst

Fathiyya is a researcher and policy analyst at Pusat Studi Pendidikan dan Kebijakan (PSPK) an independent policy research institute specializing in education. With expertise in data analysis, psychometrics, and policy evaluation, she conducts research, develops evidence-based policy recommendations, and analyzes large-scale education data to inform decision-making. Before stepping into policy research, she earned a bachelor's degree in psychology and a master's in Educational Measurement from the University of Pennsylvania, equipping her with a strong analytical foundation for education policy research and a deep understanding of learning, assessment, and human development. Her experience spans from developing cutting-edge assessments to shaping impactful curricula, using data-driven insights to promote equitable education and optimize learning experiences.

HANNA **RAISYA**

PUSAT STUDI PENDIDIKAN DAN KEBIJAKAN (PSPK), INDONESIA
Researcher and Policy Analyst

Hanna is a researcher and policy analyst at Pusat Studi Pendidikan dan Kebijakan (PSPK) an independent policy research institute specializing in education. With expertise in policy evaluation, curriculum design, monitoring and evaluation in education to improve education access and quality, Hanna conducts in-depth analysis and provides actionable recommendations to enhance the educational landscape for every child in Indonesia. Prior to joining the institute, Hanna earned a Master's degree in Curriculum and Teaching from Teachers College, Columbia University, further solidifying their expertise in educational policy and reform. Hanna is passionate about advancing equitable education opportunities and creating lasting change within the education system. Her experience spans from developing national-level education roadmaps, formulating policy recommendations of various topics within the education sphere directed for policy makers as well as designing curriculum and lesson plans in school context to improve education quality.

LARRY JAY G. **SAMONTINA**

DEPARTMENT OF SCIENCE AND TECHNOLOGY XI, PHILIPPINES
Project Technical Specialist

Larry Jay G. Samontina is a technical specialist and development researcher affiliated with the Department of Science and Technology Regional Office XI, serving as the project focal for the "MICROGRIDTERPRISES in GIDA thru CEST" initiative. He is currently pursuing a Doctor of Philosophy in Development Studies at Ateneo de Davao University. Larry has collaborated with organizations such as USAID, GIZ, JICA, and ADMU-Ateneo School of Government on projects spanning renewable energy adoption, disaster resiliency, grassroots innovation, and agribusiness development. With extensive experience in research and development (R&D), technology transfer, and community development, his work focuses on creating evidence-based policies and programs that enhance livelihoods and promote sustainable development in rural and underserved communities

ROSALINA WORO **SUBEKTIE**

UNIVERSITAS DIPONEGORO, INDONESIA
Lecturer, Department of Public Administration

Rosalina Woro Subektie is a dedicated lecturer in the Department of Public Administration at Universitas Diponegoro, specializing in public policy and management. She has a robust background in research, journal editing, and teaching assistance, showcasing her commitment to fostering an engaging learning environment. In her academic endeavors, she has actively engaged in numerous organizations, highlighting her commitment to professional growth and community involvement.
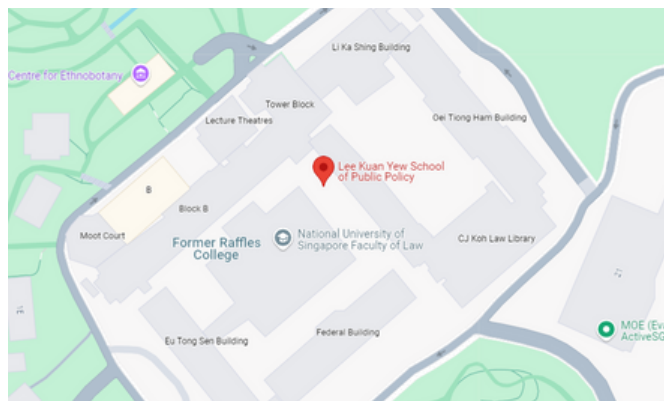
TRAVEL AND CONTACT INFORMATION

TRAVEL INFORMATION

WORKSHOP VENUE

**Oei Tiong Ham Building
Lee Kuan Yew School of Public Policy,
Bukit Timah Campus,
National University of Singapore**

469C Bukit Timah Rd,
National University of Singapore,
Singapore 259772

BUKIT TIMAH CAMPUS MAP

GETTING HERE

BY CAR

Click here for the Google Map location or enter Postal Code: 259772 in your GPS.

There are 3 NUS campuses located in different parts of Singapore. Please inform the taxi or private hire driver that you wish to go to NUS Bukit Timah Campus located near the Singapore Botanic Gardens.

Upon arrival, enter Oei Tiong Ham Building via the carpark.

Walk up the stairs and through the glass door and you will immediately arrive at the lobby.

Turn right and follow the hallway to the registration point.

BY PUBLIC TRANSPORT

MRT SERVICE

Alight at **Botanic Gardens MRT station (CC19 / DT9).**
From Botanic Gardens MRT station exit, walk 10 min through the Botanic Gardens.

BUS SERVICES

From bus services outside the campus (Bukit Timah Road / Dunearn Road)

SBS 48	Upper East Coast Terminal to Buona Vista Terminal
SBS 66	Bedok Interchange/ Jurong East Interchange
SMRT 67	Chua Chu Kang Interchange/ Tampines Interchange
SBS 151	Hougang Central Interchange to Kent Ridge Terminal
SBS 153	Bukit Merah Central to Hougang Central Interchange
SBS 154	Boon Lay Interchange/ Eunos Interchange
SBS 156	Sengkang Interchange/ Clementi Interchange
SBS 170	Queen Street Terminal
SBS 186	Shenton Way Terminal to St Michael's Terminal

From Kent Ridge campus SBS 151

TRAVEL INFORMATION

GETTING HERE

BY NUS INTERNAL SHUTTLE BUS – SERVICE BTC

Frequency of Service:
Weekdays (30 to 45 minutes)
Weekends and Public Holidays (No Service)

TRAVEL TIPS

WEATHER AND TIMEZONE

Singapore has a warm and humid tropical climate all year round, with temperatures typically ranging between 25°C and 33°C. We recommend dressing in light, breathable clothing and bringing an umbrella for occasional rain showers.

For the Singapore Experience: Marina Bay Night Walk, do pack a comfortable pair of walking shoes.

Singapore is in the GMT +8 time zone (Singapore Standard Time).

VISA AND ENTRY REQUIREMENTS

While the majority of visitors do not require a visa, it is recommended to check Singapore's Immigration and Checkpoints Authority latest requirements for the most accurate information.

SINGAPORE VISITOR CENTRE

If you need assistance or have any queries, drop by any of the Singapore Visitor Centres. You'll be able to plan your itinerary, book accommodation or get tips on must-see attractions.

PUBLIC TRANSPORT

Singapore's MRT (Mass Rapid Transit) and bus networks are extensive and connect you to most parts of the city.
We recommend downloading the following navigation apps:

GOOGLE MAPS

Get real-time GPS navigation, traffic updates, and public transport directions.
App Store   Google Play Store

MYTRANSPORT.SG

Find nearby bus services and MRT stations, check arrival times, and plan your journey across different transport modes.
App Store   Google Play Store

TAXI AND RIDE-HAILING

Taxis are easily available and can be hailed from the street, picked up at designated taxi stands, or booked through ride-hailing apps such as Grab or ZIG.

ZIG BY COMFORTDELGRO

Make Taxi bookings.
App Store   Google Play Store

GRAB

Book a taxi or a private hire ride or food delivery
App Store   Google Play Store

CONTACT INFORMATION

WEBSITE

VISIT US HERE

https://lkyspp.nus.edu.sg/news-events/events/details/2025-international-behavioural-public-policy-workshop

EMAIL

bppworkshop@nus.edu.sg

PHONE

For urgent queries, you may contact us at:

Beverly Lee (+6566013816, beverly@nus.edu.sg)
Huang Junyi (+6565168997, jyhuang@nus.edu.sg)