

2026 INTERNATIONAL BEHAVIOURAL PUBLIC POLICY WORKSHOP - NUS

GETTING GOVERNING RIGHT:
LESSONS FROM BPP

13-14

APRIL 2026



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2026 INTERNATIONAL BEHAVIOURAL PUBLIC POLICY WORKSHOP - NUS

LEE KUAN YEW SCHOOL OF PUBLIC POLICY

April 13-14, 2026

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WORKSHOP OVERVIEW

MONDAY APRIL 13, 2026

08:45 AM	REGISTRATION	Outside OTH Conference Room
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 – 11:45 AM	KEYNOTE ADDRESS Prof Lorenz Goette	OTH Conference Room
11:45 AM – 12:45 PM	LUNCH	Student Lounge
12:45 PM – 02:15 PM	PANEL #1: Nudge	LKS Seminar Room 1-2
02:15 PM – 02:45 PM	TEA BREAK	Student Lounge
02:45 PM – 04:15 PM	PANEL #2: Institutions	LKS Seminar Room 1-2
05:00 PM – 06:30 PM	SINGAPORE EXPERIENCE	Big Bus Singapore Tour
07:00 PM – 08:30 PM	WORKSHOP DINNER	Carousel, Royal Plaza on Scotts Singapore

TUESDAY APRIL 14, 2026

09:30 AM – 10:45 AM	PANEL #3: Technology	LKS Seminar Room 1-2
10:45 AM – 11:15 AM	MORNING BREAK	Student Lounge
11:15 AM – 01:00 PM	PANEL #4: Sustainability and Health	LKS Seminar Room 1-2
01:00 PM – 02:00 PM	LUNCH	Student Lounge
02:00 PM – 03:30 PM	BOOK PANEL Assoc Prof Leong Ching Prof Yuval Feldman Moderator: Prof Adam Oliver	OTH Conference Room
03:30 PM – 04:00 PM	TEA BREAK	Student Lounge
04:00 PM – 05:15 PM	KEYNOTE ADDRESS Prof Nick Chater	OTH Conference Room
05:15 PM – 05:45 PM	CLOSING ADDRESS & PHOTOTAKING Prof Adam Oliver	OTH Conference Room



ABOUT THE WORKSHOP

Welcome to the third edition of the International Behavioural Public Policy Workshop (IBPPW), NUS. Set in the bucolic Bukit Timah campus of NUS, 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.

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.

The two-day workshop will feature presentations across four sessions. These sessions are designed to foster in-depth discussions on specific research questions aligned with the theme.

THEME

GETTING GOVERNING RIGHT: LESSONS FROM BEHAVIOURAL PUBLIC POLICY

Rapid political shifts and a shifting world order are redefining power dynamics, supply chains and geopolitical norms. Within countries, governments are facing more domestic pressure in delivering public social goods—affordable homes and healthcare, as well as basic infrastructure. Effective public policy design is more crucial than ever. Yet, policy design continues to be undermined by domain-specific challenges, including the rise of malign tendencies among both policy makers and policy takers, alongside inherent vices such as unpreparedness, maliciousness, non-compliance, and non-learning.

In this context, behavioural public policy holds transformative potential for strengthening governance systems, though questions remain about how best to harness these insights to improve institutional effectiveness, legitimacy, and public trust. The workshop focuses on three core areas: mitigating cognitive biases in policy design, leveraging behavioural insights to automate transparency and ethical conduct, and improving regulatory compliance by accounting for human psychology.

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

Monday, April 13, 05:00 PM – 08:30 PM

Here's what to expect during the evening:



WORKSHOP DINNER

Carousel @ Royal Plaza on Scotts Singapore

Join us for dinner at Carousel at Royal Plaza on Scotts, one of Singapore's most celebrated buffet restaurants, known for its vibrant spread of international flavours, fresh seafood, succulent roasts, and indulgent desserts. With its lively atmosphere and wide variety of cuisines, Carousel promises a memorable dining experience for every palate.



SINGAPORE EXPERIENCE

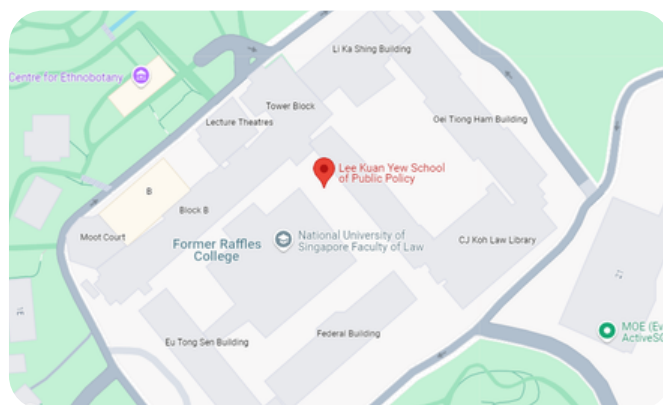
Big Bus Singapore – City Tour

Discover Singapore on an open-top Big Bus tour, passing through the vibrant streets of Little India and Kampong Glam, and iconic sights such as Marina Bay Sands, and Orchard Road. With a live English-speaking guide and sweeping views of the city's illuminated skyline, it offers a lively and memorable introduction to Singapore's unique evening charm.

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 SESSIONS

PANEL #1

NUDGE

Monday, April 13, 12:45 PM – 02:15 PM

#1

Campaigns, Nudges, and Constraints: Rethinking Behavioural Public Policy in India

Amarendu Nandy | Indian Institute of Management Ranchi

Behavioural public policy (BPP) has diffused rapidly, yet most empirical evidence is drawn from high-income democracies. This paper examines how BPP is translated into practice in India, a large federal state with significant capacity constraints. The paper combines a systematic analysis of central policy documents, including Economic Surveys, flagship programme guidelines, and reports from NITI Aayog, with a scoping review of behavioural interventions in sanitation, energy, health, taxation, and finance. On this basis, we develop and apply a three-dimensional framework that distinguishes the depth of behavioural diagnosis, the robustness of the evidence base, and the democratic quality of interventions. Our analysis shows that India has adopted a distinctive repertoire of behavioural tools, anchored in mass campaigns and moral appeals, but is underpinned by uneven evaluation and weak ethical safeguards. The paper advances a comparative framework for understanding how behavioural public policy operates under the institutional and political constraints characteristic of the Global South.

#2

Nudging for Climate-Friendly Diets in Eating-Out Settings: Evidence from a Real-World Experiment in China

Cathy Xi Cao, Xiangping Jia | Chinese Academy of Agricultural Sciences
Lucia A. Reisch, Micha Kaiser | University of Cambridge

This paper evaluates the effectiveness of behavioural nudges in reducing carbon-intensive food consumption in fast-food restaurants in a Global South megacity. A real-world field experiment was conducted across four fast-food chain outlets in Beijing over eight weeks, covering 51,232 lunch transactions. Using point-of-sale data and a difference-in-differences design, the study examines consumer responses to traffic-light carbon labels, altered default food displays, informational prompts, and combined interventions. The results show that traffic-light labels and altered defaults significantly reduced expenditure on high-carbon dishes and total meal-level carbon emissions, while having limited effects on increasing low-carbon dish selection. Informational prompts did not amplify behavioural change but helped sustain intervention effects over time. By generating causal evidence from a business-led setting, this study contributes to behavioural public policy by demonstrating how low-cost, scalable nudges can complement regulatory and fiscal approaches to governing sustainable consumption in emerging economies.



PANEL #1

NUDGE

Monday, April 13, 12:45 PM – 02:15 PM

#3

Effect of Informational Interventions on EV Adoption Intention: Evidence from a Tier II City in India

Pranshu Raghuvanshi, Anjula Gurtoo | Indian Institute of Science

The study investigates the effectiveness of targeted informational interventions on electric vehicle adoption intention in a randomised controlled field experiment. Participants in each treatment group received a distinct informational intervention: cost-based, range-based, and norm-based. Range-based and norm-based interventions were found to be significant. The cost-based intervention was not significant, suggesting that financial motives alone may not be sufficient to increase the adoption of electric vehicles. The significant effect observed for the range-based and norm-based interventions indicates that the discomfort associated with the technology must be addressed, and that social norms can be effectively utilised to promote electric vehicles at low cost. Although adoption is not guaranteed with self-reported intentions, the findings suggest that carefully framed informational interventions guide behavioural intentions towards sustainable technologies. The study's insights can help policymakers and marketers design targeted interventions that address consumer concerns, reshape consumer perceptions, and ultimately facilitate a smoother transition to sustainable transportation.



PANEL #2

INSTITUTIONS

Monday, April 13, 02:45 PM – 04:15 PM

#1

Attention as a Bottleneck: How Comparative Context Distorts Discrimination Recognition

Nattavudh Powdthavee, [Xiaojie Zhang](#) | Nanyang Technological University

Policy makers must allocate resources and corrective interventions across multiple disadvantaged groups. When such groups compete for recognition, whose disadvantage gets noticed? We show that discrimination recognition depends critically on evaluation context—specifically, who else is present. In a preregistered eye-tracking experiment ($N = 1,159$), participants evaluated hiring decisions in which focal-group candidates faced identical discrimination, while we varied which other disadvantaged groups appeared. Introducing additional disadvantaged candidate triggered asymmetric attention: attention toward success-stereotyped focal groups declined, whereas attention toward disadvantage-stereotyped counterparts increased. Integrating eye-tracking with judgment data, we distinguish perceptual failures (insufficient attention) from interpretive failures (discounting discrimination when diversity signals fairness). Paradoxically, egalitarian evaluators proved most susceptible. These findings suggest that comparative contexts create systematic blind spots in inequality recognition, with important implications for the design and communication of diversity policies and for institutional legitimacy.

#2

Signals from the Taxman: Behavioural Responses to Targeted Deterrence in Indonesia

[Bagus Suyanto](#) | The University of Sheffield

This study investigates the impact of deterrence letters on financial disclosure in Indonesia. Leveraging 14 million individual taxpayer-year observations from 2016 to 2022, I apply a difference-in-differences and quantile regression identification strategy to compare outcomes between deterrence and standard letters recipients. The study focuses on heterogeneous treatment effects across asset and income distributions under a Voluntary Disclosure Programme setting. The results show that deterrence letters significantly increase reported total assets by 13%, net assets by 22%, and net income by 2.2%, suggesting that taxpayers respond to increased perceived probability of detection. These behavioural adjustments are most pronounced for verifiable indicators. High-wealth individuals exhibit greater responsiveness, indicating that enforcement grounded in third-party information is particularly effective among affluent taxpayers. The study contributes to the literature on tax deterrence by providing large-scale empirical evidence on how behavioural responses vary, offering practical insights for designing more effective tax administration strategies in developing economies.



PANEL #2 INSTITUTIONS

Monday, April 13, 02:45 PM – 04:15 PM

#3

Collective Sensemaking as Behavioural Infrastructure: Evidence from a State-Level Policy Lab in India [Online]

Sreehari Ravindranath, [Apoorva Bhatnagar](#), Amit V. Kumar, Joseph Thomas Tijo | Dream a Dream

Drawing on the design and early implementation of a state-anchored Policy Lab for education system transformation in Jharkhand, India, the study analyses how structured research–policy–practice collaboratives reshape decision environments by altering informational cues, social reference points, and feedback loops within government systems. Methodologically, the paper draws on qualitative analysis of behavioural diagnostics, facilitated policy dialogues, and institutional design documentation from the Lab's initial implementation phase. Evidence points to shifts from compliance-driven implementation toward learning-oriented governance, from siloed decision-making toward coordinated problem-solving, and from deficit-based framings toward wellbeing- and thriving-centred policy goals. The paper extends BPP beyond individual choice architecture toward system-level behavioural change that strengthens institutional learning, governance capacity, and legitimacy.



PANEL #3

TECHNOLOGY

Tuesday, April 14, 09:30 AM – 10:45 AM

#1

Fighting deepfake misinformation in Singapore: A randomised controlled field trial

Robert McPhedran, Wen Wei Chong, Ng Shi En, Felicia, Huiying Hu, Cheng Zaiyang Lucas, Sneha Meera Mathew, Denise Ong | Verian Singapore
Sander van der Linden | University of Cambridge

Misinformation is widely considered to be one of the greatest challenges facing policymakers, and this threat has been turbocharged by generative AI. This large-scale based randomised controlled field trial (n=2,480) – commissioned by a Singapore Government Ministry – tested two forms of interventions (media literacy and psychological inoculation) against a control. Each intervention was tested using two modalities: a broad-based public education intervention (a post containing multiple images/videos) and a targeted messaging WhatsApp chatbot. Outcomes were measured using a simulated social media platform and a discernment test. Both media literacy and psychological inoculation interventions proved to be efficacious in shaping positive behaviour within the simulated social media platform and in improving discernment. While the broad-based public education interventions had some positive impacts on behavioural outcomes, the targeted messaging chatbots proved to be more effective across outcomes. This study highlights that interactive interventions should be considered alongside other, more traditional, intervention modalities.

#2

Initial Assessment of Extended Consumer Responsibility in Tokyo and Jogjakarta's Urban Governance: Behavioural Experiment on Digital Super-App Mediated Waste Management

Nanda A. Noor, Andante H. Pandyaswargo, Hiroshi Onoda | Waseda University

Urban waste governance increasingly relies on citizen behaviour, yet traditional regulatory and voluntary approaches are yet to ensure consistent participation. This study examines Extended Consumer Responsibility (ECR) as an emerging behavioural mechanism in digitally mediated urban governance. Focusing on Tokyo and Jogjakarta, we investigate how lifestyle super-apps shape waste related behaviour through incentives and feedback systems. Drawing on a behavioural experiment embedded in an online survey to hundreds of samples, the study will test how super-apps platform design influences perceived responsibility and compliance intentions in waste sorting and treatment. The analysis will apply structural equation modelling to identify how super-app-mediated ECR operates as a form of quasi-voluntary compliance. The findings will provide evidence on the potential of digital super-apps as behavioural policy instruments, by reshaping responsibility attribution and everyday environmental action. The study is expected to contribute to behavioural public policy by demonstrating how super-app governance can complement urban sustainability strategies through soft, scalable behavioural interventions.



PANEL #3 TECHNOLOGY

Tuesday, April 14, 09:30 AM – 10:45 AM

#3

Compliance aids for energy efficiency: Creating competences increases green policy effectiveness

Yavor Paunov | University of Mannheim and Royal Institute of Technology (KTH)

Claudia Schwirplies | Marburg University

Caterina Marchionni | University of Milan

Till Grüne-Yanoff | Royal Institute of Technology (KTH)

Complex policy disclosure and enforcement tools such as the EPREL (European Product Registry for Energy Labelling) aim to improve welfare and environmental outcomes, yet their impact depends on citizens' ability to interpret mandated information. In a preregistered online experiment (N=1,512) we compared the effectiveness of a competence enhancing boost (brief video tutorial) with two nudges (defaulting and vicarious "shop for a friend" framing) on choices for sustainable products. The boost increased optimal product selection, while defaults and vicarious framing showed no detectable effects. Its effectiveness also persisted when it was discontinued. Instrumental-variable mediation indicates the tutorial's effect is fully explained by improved label-use competence. Click-stream measures suggest more targeted product searches without longer decision times. The findings indicate that regulators and platforms can strengthen transparent disclosure and regulatory compliance by embedding scalable interpretive aids alongside mandatory policy tools.



PANEL #4

SUSTAINABILITY AND HEALTH

Tuesday, April 14, 11:15 AM – 01:00 PM

#1

Adolescents Girls, Agency and Appetite: Evidence from a Food Voucher Experiment in High Schools in Indonesia

Tri Mulyaningsih, Amalina Shabrina | Universitas Sebelas Maret
Matthias Rieger | Erasmus University
Robert Sparrow | Wageningen University & Research

Despite growing recognition of adolescence as a critical period for nutritional intervention, little is known about how personal agency influences dietary choices during this stage of life. We present experimental evidence among 1,011 adolescent girls in Indonesia, testing whether providing agency in food subsidies affects nutritional behaviour. Participants aged 12-16 were randomly assigned to either a restricted healthy food voucher, a choice-based voucher, or a non-food voucher. We assess behavioural predictions against neoclassical economic models, focusing on how agency influences both stated preferences (measured through a meal choice experiment) and actual consumption. Both voucher treatments increased healthy food consumption in the short term, with choice vouchers additionally reducing consumption of unhealthy food. Preference effects were concentrated and sustained among younger adolescents, suggesting that agency may be particularly relevant in early adolescence. Our findings suggest that agency-enhancing interventions can improve adolescent dietary choices in transitional food environments.

#2

License to Kill: Moral Licensing in Common-Pool Resources

Mohan Rajagopal, Srijita Ghosh | Ashoka University

Do we use more plastic when we recycle? Moral licensing theory (Khan & Dhar, 2006) suggests that when consumers choose to do a morally positive act, they tend to also indulge in a morally negative act (Gholamzadehmir et al., 2019). In this paper, we analyze the role of moral licensing in contributing to and appropriating a common-pool resource. We consider a multi-period common-pool resource game where agents can both appropriate the resource, increasing individual gain, or provide to the resource, increasing the probability of its survival, i.e. social gain. We find that in equilibrium, players increase appropriation relative to the case with no provision option. When tested in a lab setting, we find a significant increase in appropriation (8.5%) when players can invest in provision, significantly correlated with the moral licensing index. This increase in appropriation reduces the probability of survival of the resource by 8 percentage points, compared to when provision is not allowed. To supplement our experiment results, we use IFPRI's BIHS data to examine Bangladeshi farmers' groundwater use and find preliminary descriptive evidence of licensing behavior. Our Two-Way Fixed Effects model suggests that increasing maintenance labor by 1 standard deviation is associated with approximately 7 additional irrigation events, or a 35% increase from the sample mean. The results indicate that provision opportunities can sustain and intensify resource exploitation through both strategic incentives and moral licensing, bearing direct implications for the design of environmental offsetting and resource management institutions.



PANEL #4

SUSTAINABILITY AND HEALTH

Tuesday, April 14, 11:15 AM – 01:00 PM

#3

Heritage-sensitive interventions to support Indigenous peoples' forest conservation: Evaluating an origin-label for highland produce in northern Thailand

Marco J Haenssger, Navaporn Sunanlikanon, Prasit Leepreecha, Mukdawan Sakboon, Putthida Kijdumnern, Parichart Chawiwong, Pattarawadee Op-Ai, Inthanon Sutjathammawong, Phatsakorn Kiatsuntikun | Chiang Mai University
Giacomo Zanella, Daniele Asioli | University of Reading
Peter Petkoff | Regent's Park College
Anne Hertzog, Elizabeth Auclair | CY Cergy Paris Université
Ivo Vlaev | National University of Singapore

Global conservation policies increasingly recognize the vital role of local and Indigenous communities in ecosystem protection. However, effective mechanisms to directly support communities' livelihoods in a conservation context remain elusive. Based on a participatory engagement process that involved diverse highland communities in the northern Thai tropics, we co-designed a highland origin label with the intention to alleviate pressures on Indigenous livelihoods. This study assessed whether this label can positively impact downstream urban consumers' willingness-to-pay for Indigenous highland communities' produce, using cross-sectional, qualitative, and choice experimental data. The study was implemented between February and April 2025 across four urban markets in Chiang Mai City, Thailand, including actual buying decisions for strawberries and chayote fruits and experimental exposure to background information on Indigenous highland livelihoods. The results from 888 real-market consumers revealed a substantial willingness-to-pay premium for origin-labelled products, with +11.6 THB / +56.3% on average (chayote: +10.4 THB / +50.0%; strawberries: +12.6 THB, +61.1%). Higher willingness-to-pay was positively associated with prior experience purchasing labelled products and interest in Indigenous rights, negatively with price-conscious shoppers, and not associated with exposure to livelihood information. Large classes of shoppers (>81.0%) exhibited high utility for the origin label. Qualitative responses indicated strong positive sentiment and label credibility, although with a risk of overinterpretation. We conclude that co-developed origin labels can elicit substantial consumer support for Indigenous communities and their conservation-linked livelihoods. We recommend that communities implement consumer-segment-specific marketing campaigns while policy should fundamentally sensitise the population to Indigenous struggles through school curricula and mass media.



BOOK PANEL

Tuesday, April 14, 02:00 PM – 03:30 PM

#1

Not a Drop to Drink: How Behavioural Biases Keep Us from the Water We Need, and How We Can Fix It

Leong Ching | National University of Singapore

Water, being both essential to life and yet among the cheapest commodities in modern life, is rich in behavioural biases. We are profligate in use, even as we acknowledge its scarcity; we are hostile to price increases, even when we know the high cost of production, we refused to drink recycled water, even when it has been shown to be safe. Meanwhile, governments under-invest in water infrastructure, sometimes for decades; continue to subsidise water, even for the rich, and drag their feet in repairing pipes, even as water loss hits 50%.

Why? And how can we ameliorate such biases – in both publics and governments - to better manage dwindling supplies of fresh water, even as demand for clean water rises?

This book explores the growing influence of behavioural insights on policy formulation and government responses in the water sector. Its central argument is that water, being essential to life, mysterious in information and a common pools resource, attracts specific biases. Second, such biases, once recognised and understood, can be managed, constrained and even changed by water institutions. Such rules and regulations are therefore foundational to pro-social collective action and organising water behaviours. Last, I argue that public rules and behavioural biases are one system under behavioural public policy, not two, and that policy becomes real through interpretation, through which we write public stories and interpret our social contracts.

#2

Can the Public be Trusted? On the Promise and Perils of Voluntary Compliance

Yuval Feldman | Bar-Ilan University

Voluntary compliance (VC) is widely viewed as more sustainable and higher quality than coerced compliance, yet it remains an unrealized ideal in regulatory practice. This paper synthesizes interdisciplinary research spanning regulation theory, behavioral ethics, and behavioral public policy to address a central design question: which regulatory interventions elicit intrinsically motivated compliance, and when should regulators nonetheless rely on monitoring and sanctions despite their tendency to crowd out intrinsic motivation?

Drawing on a new conceptual framework encompassing individual, situational, regulatory, and cultural dimensions, I identify conditions under which VC-oriented approaches outperform coercive alternatives—and contexts where they falter. The analysis highlights key perils: distributive justice concerns when compliance burdens fall unevenly, legitimacy risks when trust is misplaced, and the challenge of calibrating VC strategies across domains such as taxation, healthcare, and environmental regulation. The paper concludes with design principles for regulators navigating trade-offs between cooperative and coercive policy instruments.



SPEAKERS' BIOS

KEYNOTE SPEAKERS



LORENZ GOETTE

NATIONAL UNIVERSITY OF SINGAPORE

Professor and Provost's Chair, Department of Economics,
Faculty of Arts and Social Sciences

Lorenz Goette is Professor and Provost's Chair at the Department of Economics, National University of Singapore. He obtained his PhD from the University of Zurich in 2001. Prior to joining NUS, he held faculty positions at the University of Lausanne, Switzerland and the University of Bonn, Germany, and was a senior economist at the Federal Reserve Bank of Boston. His research interests are in behavioral economics, and most of his applications focus on field experiments. He works on interventions to help households conserve water and energy, and how to motivate individuals to contribute to public goods, such as blood donations or getting vaccinated. His research is published in leading journals in economics, such as the American Economic Review or Review of Economic Studies, and general-interest journals such as the Proceedings of the National Academy of Sciences.

NICK CHATER

THE UNIVERSITY OF WARWICK

Professor of Behavioural Science, Warwick Business School
Behavioural Sciences Group



Professor Nick Chater is a Professor of Behavioural Sciences at the Warwick Business School. His research focuses on the cognitive and social foundations of rationality, with applications to business and public policy. He has written more than two hundred research papers and six books. His research has won awards including the British Psychological Society's Spearman Medal (1996); the Experimental Psychology Society Prize (1997); and the Cognitive Science Society's life-time achievement award, the David E Rumelhart Prize (awarded in 2023). His book, *The Mind is Flat*, won the American Association of Publishers PROSE Award in 2019, for Best book in Clinical Psychology. Nick is a fellow of the British Academy, the Cognitive Science Society and the Association for Psychological Science. He is a co-founder of the research consultancy Decision Technology; has served on the advisory board of the Behavioural Insight Team (popularly known as the 'Nudge Unit'); and been a member of the UK government's Climate Change Committee. He had recently (together with George Loewenstein) argued for behavioral public policy to be used to clarify how to build support for systemic reforms (adopting the "s-frame") as opposed to the focus on individuals (adopting the "i-frame") supported by powerful special interests.



PANEL PRESENTERS

APOORVA BHATNAGAR

DREAM A DREAM, INDIA

Associate Director – Research and Impact

Apoorva Bhatnagar's work focuses on social and emotional learning, education system transformation, and public policy-relevant research. With over a decade of experience spanning classroom practice studies, inclusive assessment, programme evaluation, and policy analysis, she brings deep expertise in translating evidence into actionable insights that inform education policy, system design, and implementation. Her work engages closely with government stakeholders and public institutions, supporting evidence-informed decision-making across curriculum, assessment, and system reform processes. She is a postgraduate of the University of Delhi and the Indian School of Public Policy.

CATHY XI CAO

CHINESE ACADEMY OF AGRICULTURAL SCIENCES, CHINA

Research Fellow

Cathy Xi Cao is a PhD graduate from the Chinese Academy of Agricultural Sciences, specialising in the application of behavioural science to food consumption. Her research focuses on how behavioural interventions can influence low-carbon and nutritious dietary choices in emerging economies, and explores policy pathways for food and nutrition systems from a behavioural science perspective. Dr. Cao has collaborated with the Judge Business School at the University of Cambridge on field experiments examining low-carbon dietary behaviour in chain fast-food restaurants in Beijing. This real-world experimental research provides empirical evidence for understanding how behavioural nudges can support more climate-friendly food choices in urban dining environments. She currently works at the Asian Development Bank, where she focuses on integrating agricultural research and innovation into large-scale agricultural investment operations. Previously, she worked at the United Nations Environment Programme, where she managed global programmes on pesticide reduction and green finance. Earlier in her career, she worked with the International Fund for Agricultural Development and the Food and Agriculture Organization of the United Nations, contributing to the establishment and implementation of South-South cooperation initiatives and agricultural investment projects, including leading impact assessments of China-Africa agricultural cooperation programmes.

MARCO HAENSSGEN

CHIANG MAI UNIVERSITY, THAILAND

Assistant Professor

Marco Haenssger is Assistant Professor at Chiang Mai University. His social and development research focuses on Indigeneity, ecosystem conservation, health policy, and nutrition, and he routinely serves as research and evaluation consultant for regional organisations. Marco holds a BSc degree in general management from the EBS Business School and an MPhil and DPhil in International Development from the University of Oxford. More information about his research and engagement agenda can be found on his project website <https://thaiforest.life/>.

ROBERT MCPHEDRAN

VERIAN SINGAPORE, SINGAPORE

Managing Director

Robert McPhedran has worked on policy and behavioural studies across three continents. His work has been featured at conferences convened by Behavioural Public Policy and the Royal Society, and he has published in peer-reviewed journals such as Economics Letters, Behavioural Public Policy, Nature's Scientific Reports, and BMC Public Health.



PANEL PRESENTERS

TRI MULYANINGSIH

UNIVERSITAS SEBELAS MARET, INDONESIA

Professor of Economics, Vice Dean of Academic and Research

Tri Mulyaningsih is Professor of Economics and Vice Dean of Academic and Research in the faculty. She has experience with field experiments (in schools in Solo, Indonesia) in the area of health and education. Her interest in conducting study in policy and applying behaviour aspect into the policy evaluation. Her works for example using the quasi-experiment to study the effect of financial aids on student performance, and followed by RCT to assess the effect of information and role model to scholarship take up among low-income students. Recently she focuses on nutrition intervention using voucher and agency among female adolescents.

AMARENDU NANDY

INDIAN INSTITUTE OF MANAGEMENT RANCHI, INDIA

Associate Professor, Economics and Public Policy

Amarendu Nandy is an Associate Professor in the Economics & Public Policy Area at the Indian Institute of Management (IIM) Ranchi. He holds a PhD from the Lee Kuan Yew School of Public Policy, National University of Singapore (NUS), and was among the top rank-holders at both the undergraduate and postgraduate levels at the University of Burdwan, India. Over his academic journey, he has received numerous scholarships and awards, including the Graduate Research Scholarship from NUS, the UGC Scholarship from the Government of India, and two gold medals from the University of Burdwan for securing the university's top rank at the undergraduate level. With more than 16 years of teaching experience, Dr Nandy has contributed to leading management institutions in India. His work has appeared in international peer-reviewed outlets such as Regional Studies, Journal of Policy Modeling, Journal of Asian Economics, Economic and Political Weekly, Policy and Society, Journal of Financial Regulation and Compliance, and Journal of Asian Public Policy.

NANDA A. NOOR

WASEDA UNIVERSITY, JAPAN

PhD Student and Research Assistant, Graduate School of Environment and Energy Engineering

Nanda A. Noor is an Indonesian PhD student and Research Assistant at the Graduate School of Environment and Energy Engineering, Waseda University, Tokyo, Japan from 2025 to 2028. Building upon his Master in Environmental Management and Policy degree from Lund University in Sweden, his current research focuses on interdisciplinary behavioural economics and smart city theories to address urban waste management at the nexus of business, policy, and AI-driven digital platforms. As a doctoral researcher supervised by Andante H. Pandyaswargo and Hiroshi Onoda, he applies quantitative and mixed methods to understand environmental behaviour in digital urban systems, drawing upon his experience at the World Resources Institute (WRI) and the World Economic Forum (WEF). He guest lectures at Sustainability MBA program at Bandung Institute of Technology (ITB). His first PhD research article was published in January 2026 at <https://doi.org/10.3390/en19010255>.

YAVOR PAUNOV

UNIVERSITY OF MANNHEIM, GERMANY

Lecturer

Yavor Paunov is a Lecturer at the University of Mannheim in Germany, and a researcher at the Royal Institute of Technology in Stockholm. His main research interests are in behavioral economics, competence enhancement, and transparent policy-making. He is also keen on playing D&D and singing.



PANEL PRESENTERS

PRANSHU RAGHUVANSHI

INDIAN INSTITUTE OF SCIENCE, INDIA
PhD Student

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.

MOHAN RAJAGOPAL

ASHOKA UNIVERSITY, INDIA
Teaching Fellow and Research Assistant, Economics Department

Mohan Rajagopal is a Teaching Fellow and Research Assistant for the Economics Department of Ashoka University, India, where he completed his undergraduate degree in 2025. His research interests use both lab experiments and secondary data to answer questions at the intersection of behavioural and development economics, with a focus on gender, environment, and decision-making. He will be applying for PhD programs in Economics over the coming year.

BAGUS SUYANTO

UNIVERSITY OF SHEFFIELD, UNITED KINGDOM
PhD Student

Bagus Suyanto is a PhD candidate in Economics at the University of Sheffield, UK, researching tax compliance behaviour. He has over 17 years of professional experience as a Tax Policy Analyst and Reform Executive at the Directorate General of Taxes (DGT), Indonesia's tax authority, where he designed, implemented, and evaluated behaviourally-informed tax policies and compliance strategies.

XIAOJIE ZHANG

NANYANG TECHNOLOGICAL UNIVERSITY, SINGAPORE
PhD Student, 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.



BOOK PANEL PRESENTERS

LEONG CHING

NATIONAL UNIVERSITY OF SINGAPORE, SINGAPORE

Vice Provost (Student Life)

Associate Professor, Lee Kuan Yew School of Public Policy

Leong Ching is the Vice Provost (Student Life) of the National University of Singapore, and an Associate Professor at the Lee Kuan Yew School of Public Policy. An economist with a focus on applying institutional theory to the policy sciences, she is today among the leading scholars in the field of behavioural public policy (BPP).

She uses large field experiments to understand the motivating forces of government and public behaviour where her work has had significant impact on water policy and sustainability issues, as well as on public willingness to accept novelty such as recycled drinking water as a solution to global water scarcity. In the recent COVID-19 pandemic, her work on the willingness to accept new science in the form of mRNA vaccines has been cited by the World Health Organisation (WHO) as an important behavioural intervention to reduce hesitancy.

YUVAL FELDMAN

BAR-ILAN UNIVERSITY, ISRAEL

Mori Lazarof Professor of Legal Research, Faculty of Law

Yuval Feldman is the Mori Lazarof Professor of Legal Research at Bar-Ilan University Faculty of Law, where he is the head of the ERC-funded Voluntary Compliance Lab. He obtained his Ph.D. (Jurisprudence and Social Policy) from UC Berkeley and clerked in the Israeli Supreme Court.

His areas of research include Behavioral Analysis of Law, Experimental Law and Economics, Behavioral Ethics, Computational Law, Regulation, Enforcement, and Compliance. From 2011 to 2013, he was a fellow in the Edmond J. Safra Institutional Corruption Lab at Harvard Law School and the Implicit Social Cognition Lab in Harvard Psychology. Between 2014-2023, he has been a Senior Fellow at the Israel Democracy Institute, where he published a series of white papers on behavioral aspects of discrimination, environment, corruption, regulation, solidarity, and trust. He has advised various governmental bodies on behavioral and experimental informed policies in areas related to ethical decision making, trust-enhancing regulatory design, public cooperation, and enforcement in areas related to public health (Covid), environment, and tax. Between 2016-2020, he served as a member of Israel's Young Academy.

Feldman has received numerous national fellowships, including Rothschild, Fulbright, Alon, and awards such as Zeltner (2008, Young), Chesin (2019, Senior Researcher), Bruno Award (2020), Fatal Award (2021), and Provost's Innovative Researcher (2023), as well as more than 25 competitive research grants from foundations such as Olin, GIF, Marie Curie, ISF (4 times), ERC POC and IIAS. During the years 2022-2027, he held the ERC Advanced Grant for his research on: Generating Voluntary Compliance Across Doctrines and Nations: Integrating Behavioural & Regulatory Aspects of Governments' Ability to Trust the Public's Cooperation, Ethicality & Compliance.

He has co-authored close to 80 papers, many of them published in leading journals in law, public policy, management, and psychology, among them NYU, Texas, Georgetown, and Northwestern Law Reviews, Journal of Legal Studies, Journal of Empirical Legal Studies, Regulation & Governance, Journal of European Public Policy, Journal of Business Ethics, Psychological Science, Nature Human Behavior, Journal of Applied Psychology, Behavioral Public Policy and the Journal of Experimental Social Psychology. He is on the editorial board of Regulation and Governance, Law & Policy, and European Journal of Law & Economics and among the founders of ComplianceNet, an interdisciplinary and global network of compliance researchers. His first book, "The Law of Good People," was published by Cambridge University Press in June 2018. His second book, "Can the Public be Trusted?", was published by Cambridge University Press in November 2025.



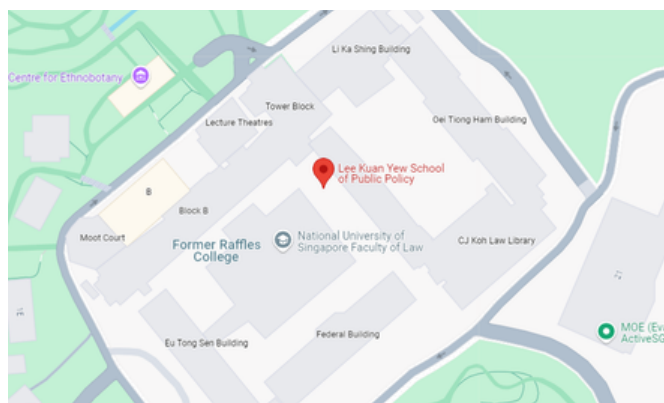
TRAVEL AND CONTACT INFORMATION

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 three 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 P

Alight at the "OTH BLDG (BUKIT TIMAH CAMPUS)" bus stop.

Service frequency:

Weekdays (Approximately every 1 hour)

Weekends and Public Holidays (No Service)

P

To
 Oei Tiong Ham Building
 (Bukit Timah Campus)

KENT VALE

COLLEGE GREEN

OTH BLDG (BUKIT TIMAH CAMPUS)

BOTANIC GARDENS MRT STN (PUDO)

KR MRT STN

OPP UHC

UTOWN

KENT VALE

(Term)	First Bus	Last Bus	(Vacation)	First Bus	Last Bus
Weekday	0820	1725	Weekday	0820	1725
Saturday	No Service		Saturday	No Service	
Sunday/Public Holiday	No Service		Sunday/Public Holiday	No Service	

Frequency Range (Term)					
Weekday		Saturday		Sunday/Public Holiday	
0820 – 0935hrs	1 hour 15 min	No Service		No Service	
0935 – 1635hrs	1 hour				
1635 – 1725hrs	55 min				

Frequency Range (Vacation)					
Weekday		Saturday		Sunday/Public Holiday	
0820 – 0935hrs	1 hour 15 min	No Service		No Service	
0935 – 1635hrs	1 hour				
1635 – 1725hrs	55 min				

Schedule:

Trip	Depart/Arrive KV	Arrive OTH Bldg	Depart OTH Bldg
1	0820hr	0850hr	0900hr
2	0935hr	0955hr	1005hr
3	1035hr	1055hr	1105hr
4	1135hr	1155hr	1205hr
5	1235hr	1255hr	1305hr
6	1335hr	1355hr	1405hr
7	1435hr	1455hr	1505hr
8	1535hr	1555hr	1605hr
9	1635hr	1655hr	1705hr
10	1725hr	1755hr	1805hr
	1840hr	-	-

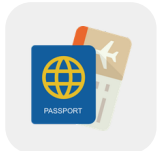


TRAVEL TIPS



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. 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/aci/events/details/2026-international-behavioural-public-policy-workshop>



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Luo Xinming (+6583510170, xinmingl@nus.edu.sg)

