Behavioral Economics, Policy, and Organizations

Dept. of Social and Decision Sciences
Carnegie Mellon University
Behavioral Economics, Policy, and Organizations (BEPO)

- What is behavioral economics?
- How is behavioral economics being used for policy and in organizations?
- Overview of BEPO
- Job Opportunities and Graduate Programs
- Faculty and Research
- Advisors
What is Behavioral Economics?

Behavioral economics integrates economics and psychology to provide insights into human behavior in economic contexts.

Interdisciplinary field pioneered by CMU’s Herb Simon and George Loewenstein
How is Behavioral Economics for Policy?

President Obama Executive Order (September 2015), urged government agencies to use behavioral economics and to recruit behavioral economists.

SDS faculty work with agencies such as the IRS, Justice, and the White House to improve public policy and increase effectiveness of government.
How is Behavioral Economics used in Organizations?

Companies and consulting firms are hiring behavioral economists and behavioral scientists to:

- Position their brands
- Reduce bias in hiring and evaluation
- Motivate employees
- Improve design of employee benefit programs
- Increase organizational effectiveness

SDS faculty work with numerous companies in health care, consulting, finance and banking, and retail to increase their internal operations and effectiveness.
BEPO Overview

BEPO is a uniquely Carnegie Mellon endeavor—the first undergraduate major of its kind

BEPO is housed in the Department of Social and Decision Sciences

Curriculum includes

- Coursework: economics (3), psychology (3), behavioral economics (4), mathematics (1), quantitative methods (4)
- Applied projects with data collection, analysis, and testing interventions
- Ability to participate in faculty research labs
Job Opportunities and Graduate Programs

BEPO students will be well suited to enter careers in:
• Government
• Consulting
• Marketing
• Human Resources
• Non-profit organizations

BEPO students will be well prepared to enter graduate school in:
• Law
• Business
• Public Policy
• Medicine
• Behavioral Decision Research or Psychology
Faculty and Research

Silvia Saccardo

Alex Imas
Upcoming Events to Learn More about Behavioral Economics

University Lecture Series
Thursday, December 1st, 4:30, Porter 100
Richard Thaler, Behavioral Economist
Author of “Nudge”

BEPO Events and Celebration
Friday afternoon, December 2nd
Details Forthcoming Soon!
BEPO Advisors

Linda Babcock, Faculty Director, Porter Hall 319B
BEPO-advisor@andrew.cmu.edu

Connie Angermeier, Academic Advisor, Porter Hall 208A
cla2@andrew.cmu.edu