



Herbert Simon Society

# International Conference Heuristics in Organizations and Society

Turin, 13<sup>rd</sup> - 14<sup>th</sup> December, 2018  
Fondazione Collegio Carlo Alberto  
Piazza Vincenzo Arbarello, 8

With the support of



The Conference aims to investigate heuristics in organizations from a variety of viewpoints: their neurological correlates, their relation with organizational routines, their diffusion within organizations through learning and imitation, and their change in the face of unexpected events.

Purpose of our Conference is twofold: first, to bridge two different strands of literature stemming from the “bounded rationality” paradigm: the “fast and frugal” research program and the literature on organizational routines and learning. Secondly, from a normative point of view, the Conference aims at a “tool-box” of heuristics relevant for organizations facing complex and fundamentally uncertain environments.

The Conference is meant to investigate heuristic decision making, spanning from their individual neurological fingerprints all the way to organizational heuristics guiding strategic decisions and organizational adaptation in complex and changing environments.

The Conference aims to analyse heuristics at all these (interrelated) levels of observation drawing upon a wide array of competences and methodologies, from neuroscience to experimental psychology, from organization science to Agent-Based modelling techniques applied to economics and management.

## PROGRAMME

### December 13, 2018

11 a.m. Registration (Atrio) and Welcome Coffee (Common Room)

11.30 a.m. (Auditorium)

Welcoming Remarks

Mario Gioannini (Fondazione Collegio Carlo Alberto)

Riccardo Viale (Herbert Simon Society)

11.50 a.m. Introductory Speech (Auditorium)

**Gerd Gigerenzer** (Harding Center for Risk Literacy, Max Planck Institute for Human Development, Berlin)

12.20 p.m. Key speeches (Auditorium)

**Giovanni Dosi** (Scuola Superiore Sant'Anna, Pisa)

*Discussion*

12.50 p.m. (Auditorium)

**Ulrich Hoffrage** (Université de Lausanne)

*Discussion*

1.20 p.m. (Auditorium)

**Peter M. Todd** (Indiana University Bloomington)

*Discussion*

1.50 p.m. Lunch (Common Room)

3 p.m. Accepted Papers First Session (Auditorium)

Chair: **Laura Macchi** (University of Milano-Bicocca)

3 p.m. Luigi **MARENCO** (Luiss University, Rome) and Massimo **EGIDI** (Luiss University, Rome)

*The coexistence of routinization and creativity*

3.25 p.m. Francesca **TAMMA** (Swiss Re, Zurigo)

*Super-underwriting: enhancing the accuracy of expert judgement in the reinsurance industry*

3.50 p.m. Shabnam **MOUSAVI** (Max Planck Institute for Human Development, Berlin) and Shyam **SUNDER** (Yale University)

*A Three-Layer Framework for the Study of Action*

4.15 p.m. Lisa **BALZARIN** (Ca' Foscari University of Venice), Caterina **CRUCIANI** (Ca' Foscari University of Venice), Gloria **GARDENAL** (Ca' Foscari University of Venice)

*Agency at Work: When Heuristics Meet Organizational Routines*

4.40 p.m. Leigh CALDWELL (Irrational Agency, UK)

*Inferring Heuristics from Complex Causal Models*

Conclusions (expected at 5.10 p.m.)

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## December 14, 2018

9 a.m. Registration (atrio) and Welcome Coffee (Common Room)

9.30 a.m. Key speech (Auditorium)

Laura Martignon (Ludwigsburg University)

*Discussion*

10.20 a.m. Accepted Papers Second Session (Auditorium)

Chair: Marco Novarese (Università del Piemonte Orientale)

10.25 a.m. Edgardo BUCCIARELLI (University of Chieti) and Andrea OLIVA (Research Centre for Evaluation and SocioEconomic Development, United Nations Academic Impact)

*Arrow's Impossibility Theorem as a Special Case of Nash equilibrium: An Equivalence Proof and two Implications applying a Cognitive Approach*

10.50 a.m. Reza KHEIRANDISH (Max Planck Institute for Human Development, Berlin, and Clayton State University, Morrow, GA, USA), Uwe CZIENSKOWSKI (Max Planck Institute for Human Development, Berlin) and Shabnam MOUSAVI (Max Planck Institute for Human Development, Berlin)

*Gut-Feel vs. Statistical-Based Reasoning: An Assessment*

11.15 a.m. Alonso DE ORLEANS BORBÓN (Racing-Engineering, Spain)

*Social Media and the representativeness heuristic*

11.40 a.m. Simone GUERCINI (University of Florence)

*Scope of heuristics in business context and learning: closed versus open approaches*

12.05 a.m. Edgardo BUCCIARELLI (University of Chieti), Raffaele DELL'AVERSANA (Research Centre for Evaluation and Socio-Economic Development, United Nations Academic Impact) and Assia LIBERATORE (Research Center for Evaluation and Socio-Economic Development, United Nations Academic Impact)

*Leveraging the complementarity between naturally-occurring big data and*

*experimental economics: A natural field experiment to study behavioural consumption patterns.*

12.30 p.m. Keynote Speech (Auditorium)

**Ralph Hertwig** (Director of Center for Adaptive Rationality (ARC) - Max Planck Institute for Human Development, Berlin)

Conclusions (expected at 1.15 p.m.)

## Organizational Structure of the Conference:

### Scientific Secretary

**Riccardo Viale** Herbert Simon Society General Secretary and University of Milano-Bicocca

### Steering Committee

**Massimo Egidi** (LUISS, Rome and Herbert Simon Society Vice-President)

**Luigi Marengo** (LUISS, Rome)

**Marco Novarese** (Università del Piemonte Orientale)

**Matteo Ploner** (University of Trento)

**Pietro Terna** (University of Turin)

### Organizing Secretariat

Carlotta Affatato [carlotta.affatato@herbertsimonsociety.org](mailto:carlotta.affatato@herbertsimonsociety.org)

Elisabetta Nay [secretary@herbertsimonsociety.org](mailto:secretary@herbertsimonsociety.org)

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