

## DESCRIPTION

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.

## WHERE **Organizational Structure of the Conference:**

In principle, all lectures will be held at:

**Collegio Carlo Alberto**  
**Piazza V. Arbarello, 8**  
**Torino**



We thank the  
*Collegio Carlo Alberto Foundation*  
for organizational support  
and hospitality

*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)

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Herbert Simon Society

13<sup>th</sup> - 14<sup>th</sup> december 2018

# Heuristics in Organizations and Society



 **Compagnia  
di San Paolo**

  
UNIVERSITÀ DEGLI STUDI DI TORINO

Realizzato in collaborazione con il  
**CIT – Cognitive Insights Team**

I N T E R N A T I O N A L C O N F E R E N C E

## PROGRAMME

### DAY 1 - DECEMBER 13, 2018

COLLEGIO CARLO ALBERTO, PIAZZA V. ARBARELLO 8

- 11:00 am **Registration (Atrio) and Welcome Coffee (Common Room)**
- 11:30 am **Welcoming Remakers (Auditorium)**  
Mario Gioannini (Fondazione Collegio Carlo Alberto)  
Riccardo Viale (Herbert Simon Society)
- 11:50 am **Introductory Speech (Auditorium)**  
Gerd Gigerenzer (Harding Center for Risk Literacy,  
Max Planck Institute for Human Development, Berlin)
- 00:20 pm **Key speeches (Auditorium)**  
Giovanni Dosi (Scuola Superiore Sant'Anna, Pisa)  
*Discussion*
- 00:50 pm **Key speeches (Auditorium)**  
Ulrich Hoffrage (Université de Lausanne)  
*Discussion*
- 01:20 pm **Key speeches (Auditorium)**  
Peter M. Todd (Indiana University Bloomington)  
*Discussion*
- 01:50 pm **Lunch (Common Room)**
- 03:00 pm **Accepted Papers First Session (Auditorium)**  
Chair: Laura Macchi (University of Milano-Bicocca)
- 03:00 pm Luigi Marengo (Luiss University, Rome),  
Massimo Egidi (Luiss University, Rome):  
*The coexistence of routinization and creativity*
- 03:25 pm Francesca Tamma (Swiss Re, Zurigo):  
*Super-underwriting: enhancing the accuracy of expert judgement  
in the reinsurance industry*
- 03:50 pm Shabnam Mousavi (Max Planck Institute for Human Development, Berlin),  
Shyam Sunder (Yale University):  
*A Three-Layer Framework for the Study of Action*
- 04:15 pm 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*
- 04:40 pm Leigh Caldwell (Irrational Agency, UK):  
*Inferring Heuristics from Complex Causal Models*
- 05:10 pm **Expected conclusions**

### DAY 2 - DECEMBER 14, 2018

COLLEGIO CARLO ALBERTO, PIAZZA V. ARBARELLO 8

- 09:00 am **Registration (Atrio) and Welcome Coffee (Common Room)**
- 09:30 am **Key speeches (Auditorium)**  
Laura Martignon (Ludwigsburg University)  
*Discussion*
- 10:20 am **Accepted Papers Second Session (Auditorium)**  
Chair: Marco Novarese (University of Eastern Piedmont)
- 10:25 am Edgardo Bucciarelli (University of Chieti),  
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 am 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),  
Shabnam Mousavi (Max Planck Institute for Human Development, Berlin):  
*Gut-Feel vs. Statistical-Based Reasoning: An Assessment*
- 11:15 am Alonso De Orleans Borbón (Racing-Engineering, Spain):  
*Social Media and the representativeness heuristic*
- 11:40 am Simone Guercini (University of Florence):  
*Scope of heuristics in business context and learning:  
closed versus open approaches*
- 00:05 pm Edgardo Bucciarelli (University of Chieti),  
Raffaele Dell'aversana (Research Centre for Evaluation and Socio-  
Economic Development, United Nations Academic Impact),  
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*
- 00:30 pm **Keynote Speech (Auditorium)**  
Ralph Hertwig (Director of Center for Adaptive Rationality (ARC) -  
Max Planck Institute for Human Development, Berlin)
- 01:15 pm **Expected conclusions**