



INSTITUTO DE ECONOMÍA
FACULTAD DE ECONOMÍA Y ADMINISTRACIÓN

XIX RIDGE FORUM LACEA BRAIN (Behavioral Insights Network)

6th LACEA BRAIN CONFERENCE

Pontificia Universidad Católica de Chile, Chile

2024 RIDGE MAY FORUM

May 16-17, 2024

Heads of the Network

Stanislao Maldonado (Universidad del Pacífico)

Julia Seither (Universidad del Rosario)

Scientific Committee

Zeina Afif (World Bank)

Hernán Bejarano (CIDE)

Mariana Blanco (Collegio Carlo Alberto)

Sebastián Gallegos (Universidad Adolfo Ibáñez)

Florencia López-Boo (Inter-American Development Bank)

Rosario Macera (Pontificia Universidad Católica de Chile)

Sandra Polanía-Reyes (Universidad de Navarra)

Carlos Scartascini (Inter-American Development Bank)

Santiago Sautúa (Tecnológico de Monterrey)

Renos Vakis (World Bank)

Invited Keynote Speaker

Gautam Rao (University of California, Berkeley)

WORKSHOP PROGRAM

Location: [Campus San Joaquín, Pontificia Universidad Católica de Chile](#) - Facultad de Economía y Administración

Presenters will have 45 minutes for their presentation, including questions and comments.

May 16, 2024 –

- 07:45** Bus departs from [Hotel Ibis Manguelhue](#).
- 08:55-09:00** Welcome and opening remarks: Stanislaw Maldonado and Julia Seither
- 09:00-10:30** **Session 1: Effects of Peers and Role Models**
Chair: Sebastián Gallegos (Universidad Adolfo Ibáñez)
- Gender Stereotypes and Peer Recognition.**
Manuel Barrón (Universidad del Pacifico)
- Behavioral Constraints of Micro-Entrepreneurs.**
Julia Seither (Universidad del Rosario)
- 10:30-11:00** Break
- 11:00-12:30** **Session 2: Behavioral Economics in Health**
Chair: Carlos Scartascini (Inter-American Development Bank)
- The Critical Role of Altruism in Medical Decision Making.**
Paul Gertler (University of California, Berkeley)
- Seeing Is Believing: Screening Anemia to Make Risks Salient Experimental Evidence from El Salvador.**
Pedro Bernal Lara (Inter-American Development Bank)
- 12:30-13:30** Lunch
- 13:30-15:00** **Session 3: Norms and Decision-Making in the Lab**
Chair: Rosario Macera (Pontificia Universidad Católica de Chile)
- Procedural Decision-Making in the Face of Complexity.**
Gonzalo Arrieta (Stanford University)
- Measuring Norms: A Comparison of the Predictive and Descriptive Power of Three Methods.**
Diego Aycinena (University of Pennsylvania)

15:00-16:30

Session 4: Gender and the Labor Market

Chair: Julia Seither (Universidad del Rosario)

Leadership, Gender, and Other-Regarding Behavior: An Experimental Analysis.

Amalia Rodríguez-Valencia (EAFIT)

Confrontation Costs in Negotiations: Bargaining Under the Veil of a Screen.

Andrés Gago (Universidad Torcuato Di Tella)

16:30

Bus departs from San Joaquin to Casa Central

17:30-18:30

“Who sets your wage? The role of firms in wage determination”

Speakers: **David Card** (University of California-Berkeley, Nobel Laureat 2021) and

Tomás Rau (Director Instituto de Economía UC)

18:30

Cocktail

19:00

Bus departs from Casa Central to the restaurant.

19:15

Dinner

End of day 1

08:00- **Bus departs from Hotel Ibis Manquehue**

09:00-10:30 **Session 5: Behavioral Economics in Policymaking**

Chair: Rosario Macera (Pontificia Universidad Católica de Chile)

Debiasing Policymakers. The Role of Behavioral Economics Training.

Carlos Scartascini (Inter-American Development Bank)

Citizens' Support for Price Controls.

Stanislao Maldonado (Universidad del Pacifico)

10:30-11:00 **Break**

11:00-12:30 **Keynote Session**

Chair: Julia Seither (Universidad del Rosario)

The Economics of Mental Health in the Developing World.

Gautam Rao (University of California, Berkeley)

12:30-13:30 **Lunch**

13:30-15:00 **Session 6: Behavioral Firms**

Chair: Carlos Scartascini (Inter-American Development Bank)

Nudges, Managerial Planning, and Small Firm Performance: Evidence from Online Commerce.

Juan Pedro Ronconi (Universidad de Los Andes - Chile)

Are Sellers Willing to Sell Lemons? An Experimental Study on the Role of Social Preferences and Kantian Moral Concerns.

José Ignacio Rivero-Wildemaue (Universidad Católica de Uruguay)

15:00-15:30 **Break**

15:30-17:00 **Session 7: Technology and Behavioral Change**

Chair: Stanislao Maldonado (Universidad del Pacifico)

Reducing Students' Absenteeism in Uruguay: Evidence from a Large-scale Field Experiment.

OI Jonatan Beun (The Behavioral Insights Team) and **Guillermina Suarez** (Behavioral Perspectives Lab - Ceibal)

Immersive Technologies are only Mildly Effective in Improving Forest Conservation Behaviors.

Alipio Ferreira (Southern Methodist University)

17:15-18:15

Online book presentation (in Spanish): “La Ciencia de los Detalles” by Nicolas Aizenman and Florencia Lopez-Boo

Chair: Stanislao Maldonado (Universidad del Pacifico)

Presenter: Florencia Lopez-Boo (Inter-American Development Bank)

Comments: Kristian Lopez-Vargas (University of California, Santa Cruz)

Registration: https://us06web.zoom.us/meeting/register/tZMtcu-grz4qHdbH_wAV1paJLY3sQV2WRuSx#/registration

End of day 2
