

# A Neuroscience Perspective on Innovation and Sustainability

20 June 2014 9:30am  
Università Bocconi  
Room 1  
via Bocconi 8



**Università Commerciale  
Luigi Bocconi**

**CRIOS**

Center for Research on  
Innovation, Organization  
and Strategy



**In collaboration with**



**fondazione  
cariplo**

This workshop is organized as the closing event of a four year multidisciplinary research project aimed at contributing to the development of micro-foundations in strategic management.

It combines a discussion of the project's most stimulating results with selected paper presentations and keynote speeches. It is a great opportunity to understand the neuropsychological and behavioral underpinnings of strategic management decisions.

Examples include: how individual performances in the exploration versus exploitation dilemma depend on continuous learning and improvisation, how individual decision making changes from a behavioral and neural point of view, depending on prior experience, and which training/learning processes are more effective than others for innovative and sustainable decision-making.

**9:30am**

**Welcome coffee**

**10:00am**

**Welcome Address**

**Bruno Pavesi**

Chief Executive Officer, Università Bocconi

**10:15am**

**Introduction**

**Maurizio Zollo**

CRIOS Università Bocconi

**Stefano Cappa**

Istituto Universitario Studi Superiori IUSS

**Understanding, Imitating, Deciding**

**Giacomo Rizzolatti**

Università degli Studi di Parma

Round Table

### **Neuroscience and Management**

**Giacomo Rizzolatti**

Università degli Studi di Parma

**Peter Bryant** and **Elena Ortiz**

IE Business School

**Maurizio Zollo**

CRIOS Università Bocconi

**Stefano Cappa**

Istituto Universitario Studi Superiori IUSS

**Nicola Canessa**

Università Vita Salute San Raffaele

**1:00pm**

### **Light Lunch**

**2:00pm**

### **Research Presentations**

Chair **Stefano Cappa**

Istituto Universitario Studi Superiori IUSS

**Decision Neuroscience: Outcome  
anticipation and loss aversion**

**Nicola Canessa**

Università Vita Salute San Raffaele

**Understanding the Exploration-Exploitation  
Dilemma: An fMRI study of attention control  
and decision-making performance**

**Stefano Brusoni**

ETH Zurich

**Frontopolar Cortex and Decision-Making  
Efficiency: Comparing brain activity of experts  
with different professional background during  
an exploration-exploitation task**

**Daniella Laureiro-Martinez**

ETH Zurich

**Decision Neuroscience: Innovation and  
sustainability**

**Chiara Crespi** and **Alessandra Dodich**

Università Vita Salute San Raffaele

Round Table

### **Cross Disciplinary Perspectives: An agenda for future research**

**Martin Dufwenberg**

Università Bocconi

**Alfonso Gambardella**

CRIOS Università Bocconi

**Giacomo Rizzolatti**

Università degli Studi di Parma

**5:00pm**

**Closing Remarks**

**Maurizio Zollo**

CRIOS Università Bocconi

**Cocktail will follow.**

For information

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Registration required at

[www.unibocconi.it/eventi](http://www.unibocconi.it/eventi)