

Behavioural Research In Management (BRIM) 2017

This summary briefly captures an all-day programme of presentations, workshops and focus group discussions at the Behavioural Research In Management Meeting at the London School of Economics and Political Science (LSE).

Over the summer term, the London School of Economics and Political Science hosted the very first Behavioural Research In Management summit for lab managers and staff conducting business research. To our knowledge, there has yet to be any conference for research managers from top business schools who focus on behavioural and experimental research. In turn, **the main aim of this event** was to provide a forum to share practical experiences, transfer best practices in behavioural research, promote ideas for innovation in technology and experimental design, and **build community for those managing research studies** across applied disciplines including behavioural and experimental economics, marketing, organizational behaviour, strategy, and management sciences.

This exceptional event brought together 11 lab managers and staff from **outstanding institutions**, which formed a solid foundation for **informative talks**, breakout groups, and interesting plenary discussions. Apart from the LSE, the University College London, Royal Holloway University, University of Nottingham, London Business School, Cambridge Judge Business School, Harvard Business School and the INSEAD Business School were represented. The co-organizers, Lars Wicke and Nathan Maddix, brought their expertise in research management from the London School of Economics and Harvard Business School, respectively, and moderated **exciting and intensive discussions** on the following topics:

- *How can we proactively engage the community and form lasting, productive partnerships?*
- *What are the latest trends in research methods and participant recruitment?*
- *How can research methods from economics and psychology be incorporated in business research?*
- *What are the future opportunities, challenges, and trends of behavioural research and allied fields in management sciences?*

After the event, selected externals and alumni were invited **to join in the conversation** at the LSE's George IV Pub. Among the 30 who RSVP'd, large companies and boutique consultant firms were present, including GALLUP, UBS, BRITVIC, and Dyson Ltd. It was an exciting opportunity to **form lasting partnerships** with the public and private sectors to encourage collaborations, facilitate the transfer of **best practices in behavioural research for market outcomes**, and engage in pressing, relevant issues in data-driven business research. It was also an opportunity to inform the public of scientific research and its implication in real life situations and companies.

We are delighted to announce **that this event was successful at achieving its goals** with many lab managers expressing interest to attend and host **follow-up events** and deliver talks and training sessions for the research management community to follow-through on next steps. We established an active and enthusiastic BRIM community of lab managers keen to collaborate, organise workshops, and coordinate logistics and further meetings by sharing responsibilities. We were able to **increase the external interest in our lab services**, and we are currently discussing possible collaborations with other universities, organisations and the **management department at LSE**.

In short, this new formed BRIM community of lab managers **formulated and agreed on future steps**. Short term goals to be accomplished within 3 months are (i) to begin plans for the 2nd annual BRIM meeting and (ii) to organise ongoing quarterly workshops and speaker series at partner institutions. Long term goals are (iii) to continue **annual BRIM meetings** and (iv) build a reputation for **outstanding behavioural research in management** at the London School of Economics and Political Science.

Given that the field has become increasingly experimental and faculty publications depend on excellence in research management, the BRIM series of workshops and talks will ensure that the LSE is a leader in marketing and management sciences.

The Organizing Committee