Bias in Decision Making

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Dr Matthew Mulford
Adjunct Professor – HEC Paris
Visiting Senior Fellow – London School of Economics
Capstone Director – TRIUM EMBA

SUMMARY OF THE LECTURE

When making strategic decisions, people are often the victims of predictable errors.

These errors happen not because people are not smart enough or fail to make the time and effort to try to get things right (though those things are sometimes true). Rather, many of these errors can be the result of how our mind processes information and makes judgements.

Join this steelTalks lecture to have an introduction to the sources and types of errors and the steps you can take to overcome them.

SPEAKER INTRODUCTION

Matthew Mulford is an adjunct Professor at HEC Paris where he teaches in various HEC Executive Education Programs, both degree and non-degree. He also designs and facilitates HEC customized programs for corporate clients as an Academic Director. In addition to his position at HEC, Matthew is currently a Senior Research Fellow at the London School of Economics and a Visiting Lecturer at the European School of Management and Technology. Matthew joined the London School of Economics (LSE) faculty in 1995 where he was a senior lecturer in quantitative methods and negotiation analysis. He was a founding Dean of the TRIUM Global Executive MBA program – a joint EMBA from HEC, the LSE, and New York University’s Stern Business School. Matthew’s research interests include the psychology of judgment and decision, effective leadership, experimental game theory, negotiation analysis, and experimental research design. Matthew has designed and/or taught customized executive programs for various institutions, across a variety of industries, in more than 25 countries.