

## Panel



Prof Giuseppe Veltri holds an MSc in Social Research Methods (Statistics) from the Methodology Department of the London School of Economics (LSE) and a PhD in Social Psychology from the LSE. After his PhD, he has been a research associate at the Institut Jean Nicod (Ecole Normale Supérieure) in Paris. He worked for the European Commission JRC between 2009-2011. Most recently, he has been a full professor of computational social science and behavioural data science at the Department of Sociology and Social Research at the University of Trento. His main interests are the crossover of behavioural and computational social science, particularly in innovative research methods.

### **Prof Giuseppe Veltri**

#### **Professor**

Centre for Behavioural and  
Implementation Science  
Interventions (BISI),  
Yong Loo Lin School of Medicine,  
National University of Singapore

## Panel



Prof Uri Gneezy is the Epstein/Atkinson Endowed Chair in Behavioural Economics and a professor at UC San Diego's Rady School of Management. He earned his B.A. from Tel Aviv University and Ph.D. from Tilburg University. Gneezy joined UC San Diego in 2006 and has held positions at the University of Chicago, Technion, and University of Haifa, among others.

His research applies behavioural economics to real-world challenges, focusing on incentives, behavioural health economics, gender differences, and ethical behaviour. He collaborates with firms to apply behavioural insights in innovative ways.

### **Prof Uri Gneezy**

#### **Visiting Professor**

Yong Loo Lin School of Medicine,  
National University of Singapore

#### **Epstein/Atkinson Chair in Behavioral Economics and Professor of Economics and Strategy**

Rady School of Management,  
University of California, San Diego

## Panel



### Adj Asst Prof Serene Koh

**Adjunct Assistant Professor**  
Centre for Behavioural and  
Implementation Science  
Interventions (BISI),  
Yong Loo Lin School of Medicine,  
National University of Singapore

**Director**  
Behavioural Insights Team  
(Singapore)

Adj Asst Prof Serene is a behavioural scientist and currently the Director of BIT Singapore where she leads the domestic consultancy work as well as capability building across the region. She helped to set up the office in 2016 and has managed projects across various policy domains including health, enforcement & compliance, community, skills and employment, home affairs .

She has led more than 200 behavioural projects, just under half of which are randomised-controlled trials. She also has deep expertise in capability building– to date, she has delivered training workshops to more than 5000 civil servants, NGO practitioners, and private sector partners in Singapore and the Asia-Pacific.

## Host and Moderator



### Dr Joanne Yoong

**Founder and Chief Executive**  
Research for Impact, Singapore

Dr Yoong is a behavioural microeconomist whose broad interests lie in social science research that supports better well-being for vulnerable populations. Her work in health covers the study of individual patient and provider choices, the evaluation of healthcare policy and practice as well as the economic assessment of new health technologies. She is an experienced educator at the university and professional level.

---

<b>Time (SGT)</b>	<b>Programme</b>
9.30AM – 9.35AM	<p><b>Introduction</b></p> <p>Host and Moderator: <b>Dr Joanne Yoong</b> <i>Founder and Chief Executive, Research for Impact, Singapore</i></p>
9.35AM – 10.25AM	<p><b>Panel Discussion</b></p> <p>Speakers:</p> <p><b>Prof Giuseppe Veltri</b> <i>Professor, Centre for Behavioural and Implementation Science Interventions (BISI), Yong Loo Lin School of Medicine, National University of Singapore</i></p> <p><b>Prof Uri Gneezy</b> <i>Visiting Professor, Yong Loo Lin School of Medicine, National University of Singapore</i></p> <p><i>Epstein/Atkinson Chair in Behavioral Economics and Professor of Economics and Strategy, Rady School of Management, University of California, San Diego</i></p> <p><b>Adj Asst Prof Serene Koh</b> <i>Adjunct Assistant Professor, Centre for Behavioural and Implementation Science Interventions (BISI), Yong Loo Lin School of Medicine, National University of Singapore</i></p> <p><i>Director, Behavioural Insights Team (Singapore)</i></p>
10.25AM – 10.30PM	<p><b>Closing Remarks</b></p>

---