



LECTIO INAUGURALIS FONDAZIONE ROMEO ED ENRICA INVERNIZZI CHAIR IN BEHAVIORAL ECONOMICS AND FINANCE COGNITIVE ECONOMICS

8 NOVEMBER 2023

6:15PM

Bocconi University
Aula Manfredini
Via Sarfatti 25
Milano

A large body of social science research shows systematic departures of individual behavior from canonical notions of rationality, and their relevance for markets and public policy design. In his Lectio Inauguralis, Prof. Gennaioli will argue that significant progress in understanding the origins and consequences of decision biases can be made by viewing the latter as byproducts of two cognitive functions: selective memory and attention. Prof. Kahana will present key findings in memory research and argue for large bi-directional synergies between cognitive and social science. These synergies will be further developed in the final interview, conducted by Giovanna D'Adda, who will also discuss new real-world implications of the cognitive approach to decisions.

Registration required to participate

[REGISTRATION FORM](#)

6:15PM

WELCOME ADDRESSES

FRANCESCO BILLARI Rector, Bocconi University

GIUSEPPE BERTONI President, Fondazione Romeo ed Enrica Invernizzi

LECTIO INAUGURALIS

COGNITIVE ECONOMIC

NICOLA GENNAIOLI Fondazione Romeo ed Enrica Invernizzi Chair
in Behavioral Economics and Finance, Bocconi University

THE RECURSIVE MIND

MICHAEL KAHANA Edmund J. and Louise W. Kahn Term Professor of Psychology,
University of Pennsylvania

PANEL DISCUSSION

NICOLA GENNAIOLI

MICHAEL KAHANA

MODERATOR

GIOVANNA D'ADDA University of Milan

CLOSING REMARKS

ANDREA SIRONI President, Bocconi University

A networking cocktail will follow.

FOR INFORMATION

Bocconi University
Events & Protocol
eventi@unibocconi.it