



Strategic Interest Group 12 – Research Methods, Practices and Theories

<http://www.euram-online.org/annual-conference-2018.html>.

Dear EURAM members and friends,

With our theme **Research in Action**, we invite you to participate in debate about how we can use and develop our knowledge better so that solving problems and dealing with issues can become more effective. We look forward to receiving your submissions.

T12_06 Using persuasion science in practice

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Short Description

People are central to the success of any project. Understanding and influencing people's behaviour should be a part of every project, yet this is frequently overlooked. Persuasion or behavioural science is the study of why people act the way they do. It explains the reasons behind people's actions and decisions, based on evidence from psychology and sociology. This topic invites scholars to discuss cases where people's behaviour has been central to a project's progress, how they have influenced behaviour, and how principles of persuasion science can be applied to explain and inform decisions made by stakeholders, workers and consumers.

Long Description

Understanding the perceptions, motivations and attitudes of people in the workplace can be applied to many aspects of management, including but not limited to recruitment, strategy, and the formation of regulations. Behavioural insights research allows us to consider the views of

others when making decisions, and evidence-based techniques such as framing and promoting cognitive ease can align people's beliefs and overcome perceived barriers. The use of persuasion or behavioural science has been shown to increase efficiency and efficacy in the design, development and implementation of projects. The use of these psychological models can arm us with additional evidence-based management interventions.

Persuasion science has been shown to empower individuals and organisation, and has a proven track record of implementing change. However, persuasion science is proving evermore essential at the boundary of management science, adding depth to research about how we value goods and services, how we perceive risk and uncertainty, and the interaction between organisational factors and individual behaviour.

The principles of persuasion science may be difficult for many to apply and practice for lots of reasons. People might not understand the concepts, so it can be difficult to know how to practically apply it. Or some may simply not understand how effective persuasion science can be applied in different workplace settings or environments. The topic of persuasion science must therefore be given more attention and emphasis in the management arena to ensure its full benefits are realised. Barriers towards understanding persuasion science must be tackled, and the necessity of its implementation must be shared between researchers and stakeholders.

No intervention, project or change in the organisation can ever be successful if we do not consider the way people can think. We must think about people through research and behavioural science. Whether we perceive management as a process, an art or a discipline, persuasion science can influence and add value to individuals, teams and organisations. This topic invites discussions on the importance of considering human factors in all aspects of management; how to influence these behaviours; and how to apply behaviour change research in the 'real-life' setting using real life case examples.

Publishing Outlets:

European Management Review
BMC publishing
Taylor and Francis
Elsevier

For more information:

Decision Science
Management Science
European Management Review

Submission Deadline: 10 January 2018 (2 pm Belgian time)

Authors Guidelines and Submission Deadline:

As an author, it is crucial to follow the guidelines and formatting instructions to prepare and submit your paper in order to have it published in proceedings.

ONE PRESENTING AUTHOR PER PAPER SUBMISSION

Each individual is limited to one personal appearance on the programme as a presenting author. This policy precludes acceptance of papers for more than one presentation. In other words, **an author can submit and present only one paper**. However, a presenter can always be a non-presenting co-author on additional papers.

Please read the instructions carefully prior to submitting:

1. Each paper can only be submitted to ONE track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2018 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED; author information and acknowledgements are to be included in a SEPARATE document).
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.
5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the [European Management Review Style Guide](#).
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.
8. No changes in the paper title, abstract, authorship, track and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free. Submissions will be done on-line on the EURAM 2018 website (open as of 1 December 2017: see <http://www.euram-online.org/annual-conference-2018.html>.)
10. Only submissions in English shall be accepted for review.
11. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. A presenting author can only present one paper at the conference.