

Workshop PsyCHIC

(PSYchology, Consumer Heterogeneity, Information and Communication)

When: December 8-9, 2016

Where : Maison des Sciences de l'Homme Paris Nord, Saint-Denis, France

Over the past forty years, psychology has brought numerous elements that have renewed in depth the approaches in economics, econometrics, finance, management, marketing or sociology.

The achievements made in psychology permit for the different fields of research mentioned above to build models based on more realistic assumptions. Increasing the realism of the psychological underpinnings of these fields may generate theoretical insights, permit to make better predictions of field phenomena, and permit to suggest better policy.

One crucial aspect on which psychology has made insightful progress and on which the different fields mentioned above are interested in is the perception and transmission of information by individuals as well as groups in the society. The problematic of the workshop can be understood in different ways: How to send information? How is this information perceived? How to interpret it? Adding to a relatively burgeoning theoretical literature on these topics, recent empirical research has developed some sophisticated approaches to identify biases in information perception or interpretation. Hence, both empirical and theoretical contributions are invited.

Despite a common interest for these questions, the lack of interactions between fields of research like economics, finance, marketing or management is striking. The workshop "PsyCHIC" is intended to facilitate interaction between researchers of these different fields who use concepts and/or ideas of psychology. Doing so should allow all participants to better understand how these concepts/ideas are used in various research areas. In turn, it will allow them to discover new horizons that may be hard to see when staying only among their peers. Last but not least, it will favor the emergence of a broader picture that will allow discussing public policy implications.

The workshop will be held on **December 8-9, 2016** at Maison des Sciences de l'Homme Paris-Nord.

[Albert C. Bemmaor](#) (ESSEC Business School) and [Daniel Martin](#) (Kellogg School of Management, Northwestern University) have agreed to be our two keynote speakers.

More information about the program of the symposium and the keynote speakers, as well as the location of the symposium and the registration forms will soon be available at <https://sites.google.com/site/parispsychic/>.

Sponsors: Labex MME-DII, CNRS, Université de Cergy-Pontoise, Université Paris-Nord, CEPN.