



GUEST LECTURE

„Yes, there is such a thing as Evidence-Based Management“

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Freitag, 15.12.2017, 12:00 - 13:30h im HS 2, SOWI- Gebäude

Eine Veranstaltung des Instituts für Psychologie und der FP Organizations & Society

BLURB to DESCRIBE TOPIC: Contemporary managers are heavily swayed in their thinking and decisions by habit, fads, convention and unrealistic levels of confidence. Practitioners of evidence-based management (EBMgt) learn to rethink their approaches to information in order to make more effective decisions. EBMgt means making decisions based on best available evidence with special emphasis on relevant scientific findings and unbiased organizational facts. It involves active use of decision practices that reduce bias and judgment errors and give due consideration to ethical concerns.

WHAT I WILL TALK ABOUT: I will present EBMgt and its key approaches to four sources of evidence, tell a story about Sully Sullenberg, the USAIR pilot who crash landed on the Hudson River in NYC, and talk about how EBMgt overcomes the cognitive and learning limitations of contemporary managers.

VITA: Denise M. Rousseau is the H.J. Heinz II University Professor of Organizational Behavior and Public Policy at Heinz College and the Tepper School of Business, Carnegie Mellon University. She is the faculty chair of Heinz's Health Care Policy and Management program. The 2004-2005 President of the Academy of Management and 1998-2007 Editor-in-Chief of the Journal of Organizational Behavior, Rousseau received her A.B., M.A. and Ph.D. from the University of California at Berkeley with degrees in psychology and anthropology, and holds several honorary doctorates. In 2007, Rousseau founded the Evidence-Based Management Collaborative, a network of scholars, consultants, and practicing managers to promote evidence-informed organizational practices and decision making.