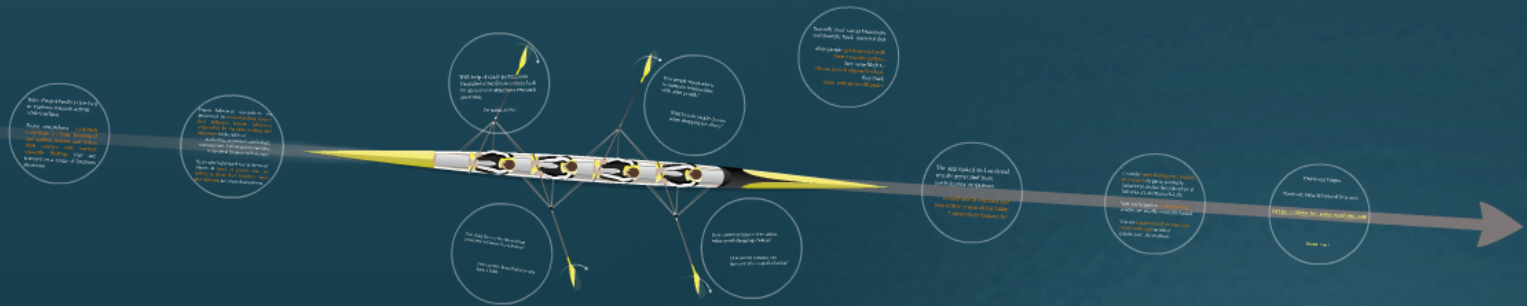


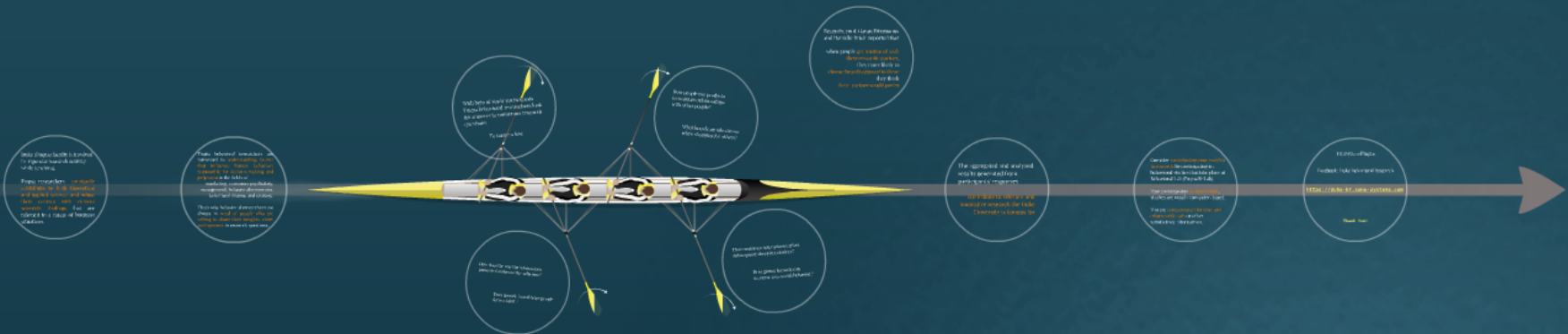
Fuqua Behavioral Research and Teamwork

Fuqua behavioral research needs your contribution



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Fuqua behavioral research needs your contribution



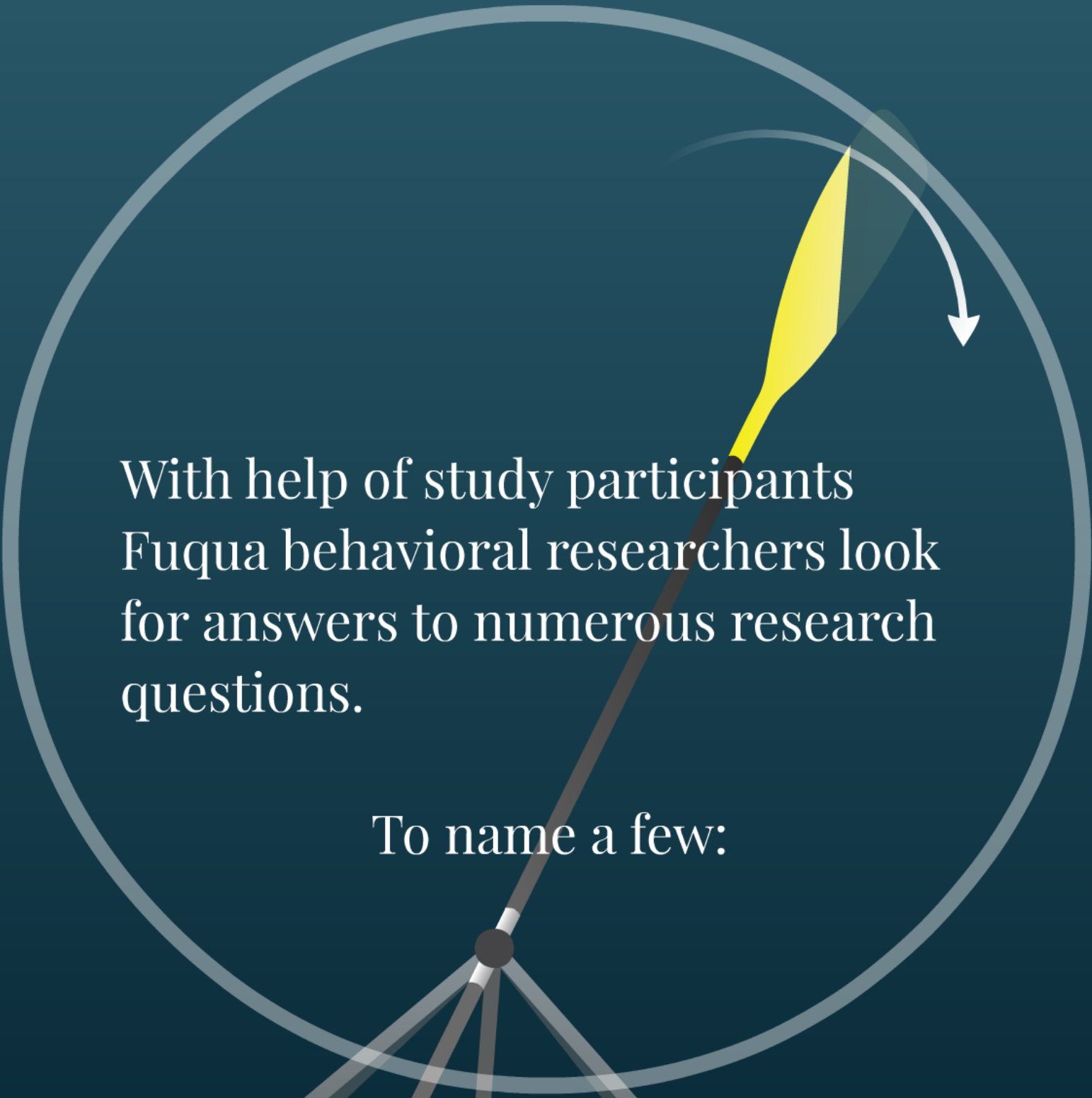
Duke (Fuqua) faculty is involved in rigorous research activity while teaching.

Fuqua researchers **constantly contribute to both theoretical and applied science, and infuse their courses with current scientific findings** that are relevant to a range of business situations.

Fuqua *behavioral* researchers are interested in **understanding factors that influence human behaviors responsible for decision making and judgement** in the fields of


marketing, consumer psychology, management, behavioral economics, behavioral finance and strategy.

That's why behavioral researchers are always in **need of people who are willing to share their insights, views and opinions** to research questions.



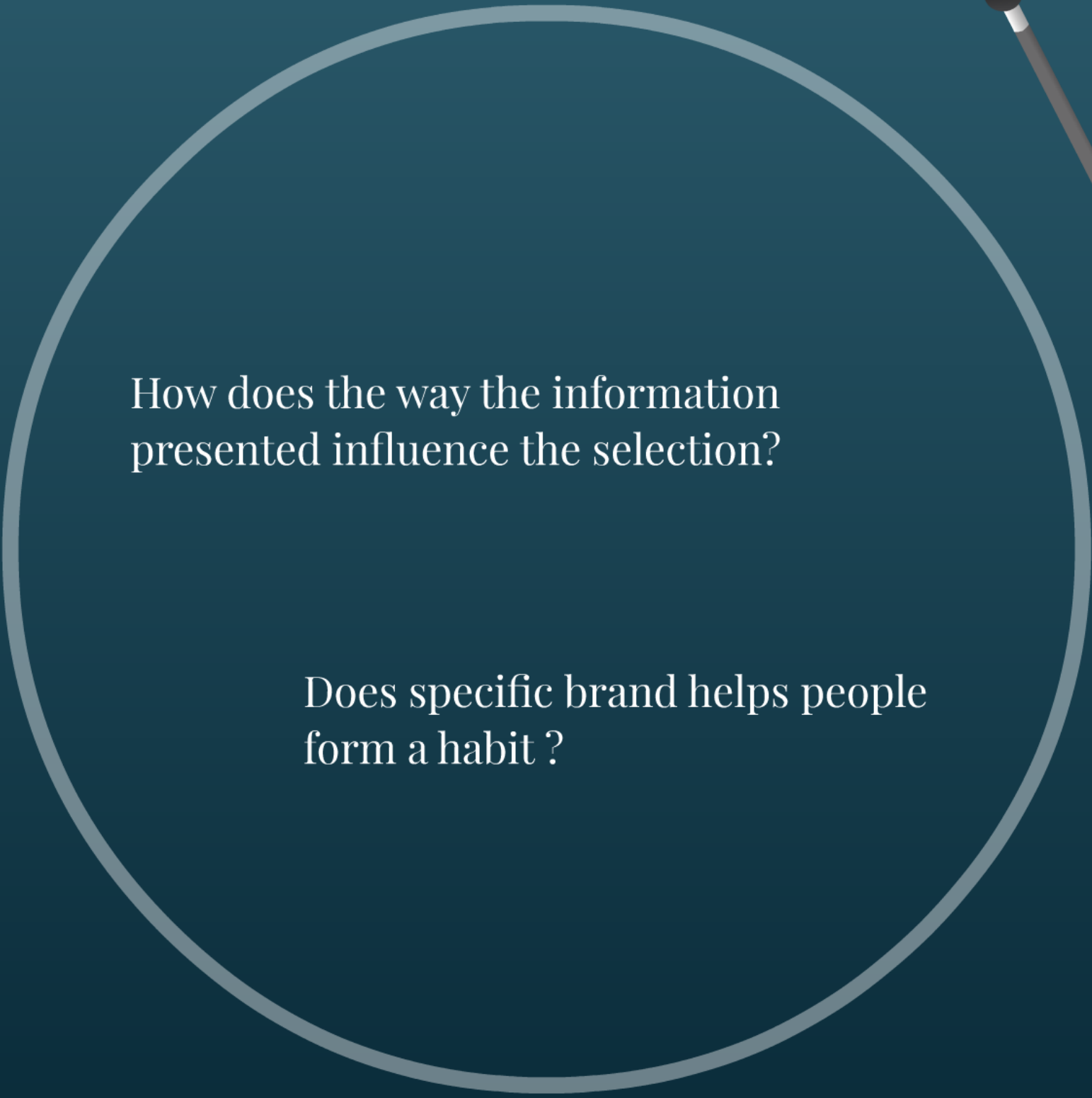
With help of study participants
Fuqua behavioral researchers look
for answers to numerous research
questions.

To name a few:



How people use products
to maintain relationships
with other people?

What brands people choose
when shopping for others?



How does the way the information
presented influence the selection?

Does specific brand helps people
form a habit ?



How customer interactions affect
subsequent shopping choices?

How giving formats can
increase pro-social behavior?

The aggregated and analyzed
results generated from
participants' responses

contribute to relevant and
innovative research the Duke
University is famous for

Recently, prof. Gavan Fitzsimons
and Danielle Brick reported that

when people **get frustrated with
their romantic partner,**
they more likely to
choose brands *opposed* to those
they think
their partner would prefer

Consider **contributing your insights to research** by participating in behavioral studies that take place at Behavioral Lab (Fuqua B-Lab).

Your participation **is anonymous**, studies are mostly computer-based.

You are **compensated for time and efforts with cash** or other satisfactory alternatives.

OrgSync@Fuqua

Facebook: Duke Behavioral Research

<https://duke-br.sona-systems.com>

Thank You!

Fuqua Behavioral Research and Teamwork

Fuqua behavioral research needs your contribution

