Fuqua Behavioral Research and Teamwork

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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!
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