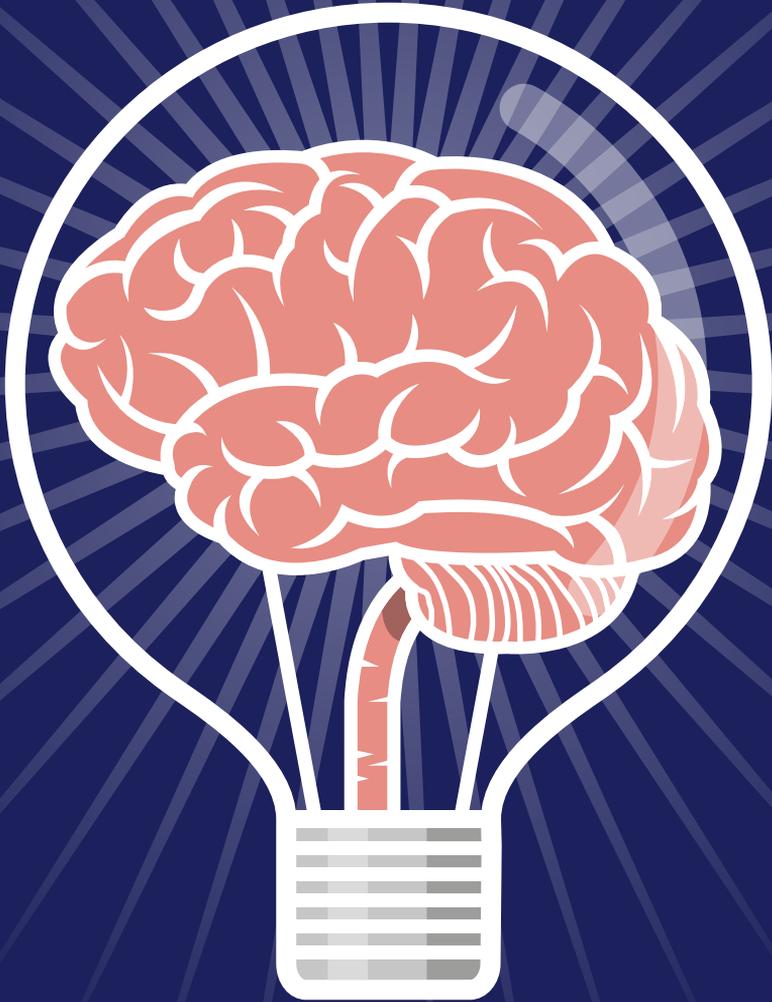


ESADE

RAMON LLULL UNIVERSITY

[www.esade.edu/decisionlab](http://www.esade.edu/decisionlab)



# Decision *Lab*

Decisions for Meaningful Change

PARTICIPATE IN OUR RESEARCH STUDIES

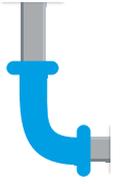


# About the ESADE Decision Lab

The Decision Lab at ESADE is a research facility designed to conduct cutting-edge studies on human behavior in a broad range of topics.

The Lab's ultimate goal is to advance knowledge in human behavior and contribute to improving decisions that trigger meaningful change.

# What type of studies does the Decision Lab conduct?

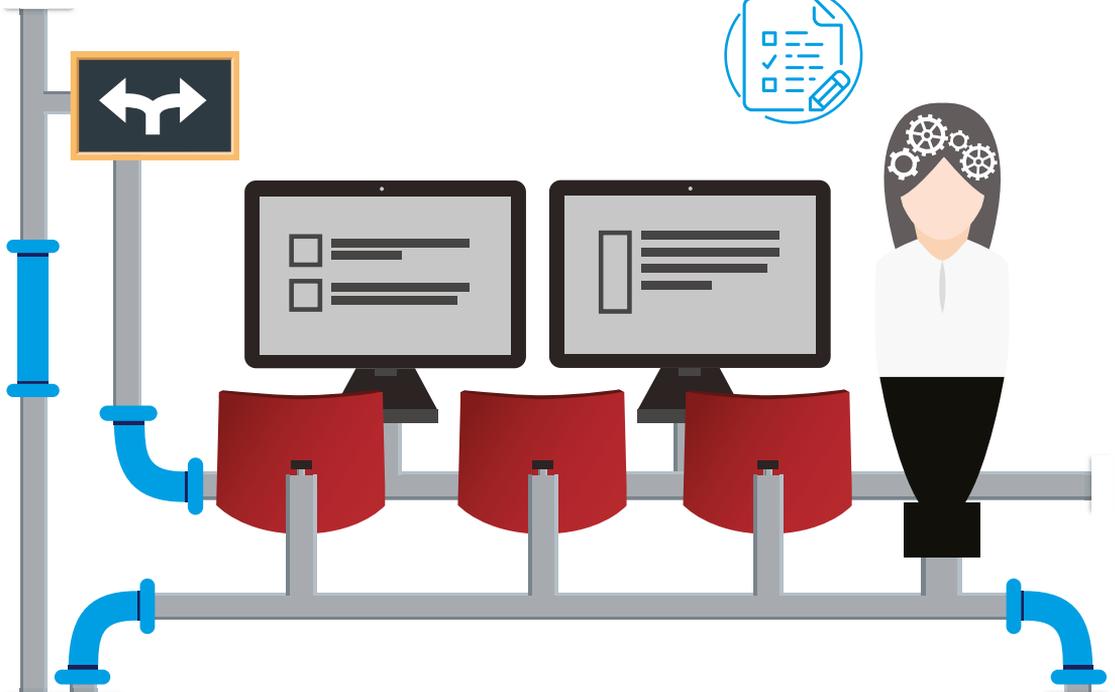


The Decision Lab carries out studies by ESADE researchers to understand how human and social factors contribute to scientific advances and innovative technologies.

Our facilities and software are suitable for a wide range of studies ranging from simple questionnaires to computer role-playing games or performing a daily task in a simulated scenario such as a supermarket aisle or the living room at home.

- ONLINE AND ON-SITE STUDIES
- ROLE-PLAYING GAMES
- SIMULATED SCENARIOS

~~~~~  
The length of each study can vary from 10 to 90 minutes.



# How can I participate?

PARTICIPATING IN OUR BEHAVIORAL RESEARCH STUDIES IS EASY!



Participation is open to everyone – you only need to be at least: **18 years old**

Sign up in our ESADE Decision Lab Participation system at



<https://esadedecisionlab.sona-systems.com/>

Once you have created an account, **you are ready to sign up for available studies**



## Anna Bayona

ESADE Assistant Professor,  
Department of Economics, Finance & Accounting

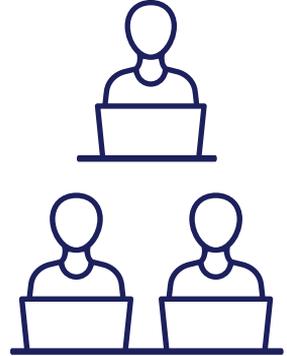
“Experiments generate a deep understanding of financial and economic phenomena. The combination of theoretical and experimental methodologies brings about new research questions and provides a holistic analysis of human economic behavior.”

> Meet some of our researchers...

# What will I do as a participant?

All our research studies will have a detailed description of your role as a participant, but most of the **time you will be giving your opinion** about different things on your preferences for certain products.

You may be asked to answer questionnaires or perform computer tasks. Sometimes you will interact with other people - in pairs or groups - to discuss various topics and work together on a task.



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## What are the benefits of participating?

You will be contributing to advancing academic research on human behavior and improving decisions for meaningful change.

Every time you participate you will receive a compensation (cash, credits or other compensation—based on your profile) depending on the nature of the study.



### María Galli

ESADE Assistant Professor,  
Marketing Department

“Behavioral research means, to me, the possibility to gain insights into the causes of people’s thoughts, feelings, or actions. By helping us understand others and ourselves better, it can help us make better managerial and policy decisions. One of my research lines tries to understand the conditions in which a brand becomes associated with positive feelings when it is paired with a positive stimulus (e.g., a celebrity). This is very important, because such brand associations then have effects on brand attitudes and behavior.”

# What are my rights and duties as a participant?

## RIGHTS

AS A RESEARCH PARTICIPANT YOU HAVE THE RIGHT TO...

- Know why the research is being done and what you will be doing
- Know that there are no risks associated to your participation
- Be informed of what good may come of the study
- Understand how your private information will be kept safe
- Know whom to contact with questions or concerns
- Ask questions at any time
- Decide whether to participate without being pressured
- Drop out at any time without penalty
- Keep a copy of the consent form



### Tamyko Ysa

**Professor, Department of Strategy and General Management  
and Vice Dean of Research at ESADE**

“The launch of the Decision Lab is a very important milestone in ESADE’s history: it is our first experimental research facility. The Decision Lab serves as a platform to answer managerial challenges based on how individuals and organizations make decisions. The Decision Lab will impact our community by generating cutting-edge knowledge on psychology of judgment and decision-making, enhancing research productivity, and by helping us become a research hub in areas such as analytics, behavioral economics and finance, consumer behavior, organizational behavior, public policy and social action. We encourage you to follow up our studies, and participate in them to coproduce knowledge together in this new endeavor inside ESADE’s Rambla of Innovation.”

# DUTIES

## IF YOU SIGN UP FOR A STUDY YOU NEED TO...

- 
- Give us at least a 24-hour notice if you are not able to attend
- 
- If you fail to attend and don't notify us in advance you may be removed from the participation system
- 
- As a participant, you are expected to follow our Lab Code of Conduct:
    - Be on time
    - Remember to bring your lab ID code
    - Take participation seriously
    - Respect people and equipment
    - Notify us when you need to cancel
- 



### Joan Manuel Batista

ESADE Professor, Department of People Management & Organization

“For me, leadership research is about understanding how people behave in order to get the most out of others. In GLEAD we understand that in order to encourage others’ contributions or to help others to change, you have to begin within yourself by developing a set of emotional and social competencies. This is particularly true for leaders. Leaders that are emotionally and socially competent are able to foster resonant relationships within team members, and then with the teams with which they work with and so on, leading to a virtuous contagion of emotional and social competencies. In the ideal situation, we first design a test of our hypotheses with a net (lab conditions) and then we replicate them in organizations. Consequently, when applied our results are translated into sustainable and long-lasting strategies, making leaders more effective, more aware of their competencies, emotions and potential.”

## Decision Lab

ESADE Business and Law School  
Rambla of Innovation

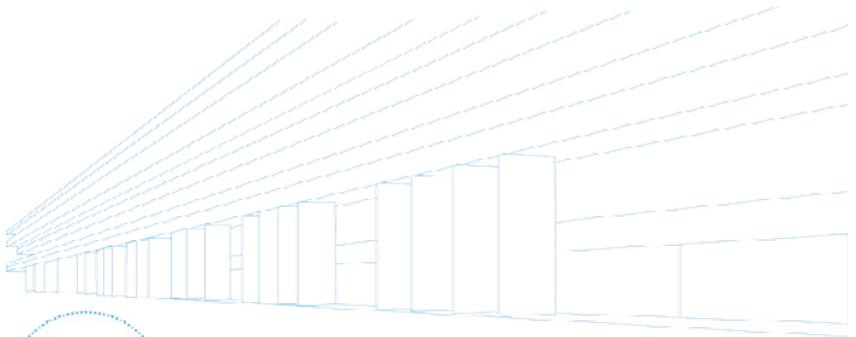
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[www.esade.edu/decisionlab](http://www.esade.edu/decisionlab)

# Where is the Decision Lab located?

The **Decision Lab** is located at the La Rambla of Innovation in our ESADE Sant Cugat Campus.



EGarage

EWorks

FusionPrint

FABLab  
SANT CUGAT