

*Behavioural and Policy Sciences Seminar Series
(with support from Mr Chan Hon Pun)*

Behavioral Public Strategy

Prof. Bert George

Professor of Public Management
Ghent University

Date: Monday, May 24, 2021
Time: 2:30pm - 3:30pm
Zoom: Please register by scanning
the QR code or using the link
below. Zoom details will be
provided by email before the
seminar.
<https://bit.ly/2Q5jT7>



Language: English



Abstract

Strategy processes have long been an inherent part of public management research. Most of this research centered on investigating the performance impact of strategic planning and management as well as the specific strategy content in public organizations. While this research has been extremely useful and demonstrated the importance of strategy for public service performance, it has also looked at strategy processes as purely organizational-level phenomena. More recent perspectives in strategy research have, however, emphasized the importance of the micro-activities underlying strategy. In this presentation, Prof. George discusses the need for a Behavioral Public Strategy which centers on investigating the individuals, teams and tools involved in public strategy processes. He also discusses specific experimental work on cognitive bias among policymakers to provide empirical credence for this new approach to public strategy research.

Biography

Prof. Bert George (Ghent University, Belgium) holds a PhD in Applied Economics and focuses on strategic planning and management in public administration, public sector performance and behavioral public administration using surveys, experiments and meta-analyses. He is an alumnus of CityU LaMP, where he spent a large chunk of his PhD under the supervision of Prof. Walker. Prof. George's research has received several awards, including ASPA's Louis Brownlow Award and EGPA's Best PhD Student Award. He has published extensively in top public administration journals and is Managing Editor of Public Administration Review.

All are welcome!

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