

## **Research project details for EE416**

### **Objectives:**

To produce a term paper that can further be developed into a seminar paper or a senior project.  
View this paper as a stepping stone that should help you with your future endeavor.

### **Topics:**

Any topic related to behavioral economics

### **Examples of research projects:**

1. You can use data and do some analyses to answer your research question(s), or
2. You can design experiment(s) to test the prediction of theory or to observe if there is any phenomenon that behavioral economics can help explain, or
3. You can pick a company's business failure and analyze how behavioral economics concept can help explain such failure.

### **Composition of the paper in example 1 and 2:**

1. Introduction: clear research question, importance of the problem (motivation), contribution to the literature
2. Some review literature
3. Data and methodology (how you will use data to answer your research question), or design of your experiment (if example 2)
4. Your analyses and results discussion, or discussion of how this experiment can answer your research question (if example 2)
5. Conclusion

### **Composition of the paper in example 3:**

1. Introduction
  - Introduce the company - what it does, who its customers are, important people, and other important context
  - Describe the major business failure or series of business failures
  - Briefly discuss/introduce the behavioral anomalies you will be discussing later in the paper as the causes of the business failure(s)
2. Body

- Discuss contributing players and/or business functions (e.g. the CEO, risk analysts, or engineers)
- Introduce and analyze the behavioral anomalies that affected these players. Don't just say, "the engineers exhibited hyperbolic discounting." Make sure to both apply and describe the anomalies. The more anomalies the better.
- Explore the incentives that caused these players to act in the ways they did
- Using what you learned in class, provide insights and recommendations about how these anomalies and consequential failures might have been averted. These need not be at the company level; government regulation or industry self-regulation are also options

### 3. Conclusion

#### **Number of pages:**

The reference point is 15 pages. However, the number of pages is not what really matters. You need to produce the work that is as concise as possible, but can answer your questions/objectives as much as possible.

**Deadline: 26<sup>th</sup> of May, 2020 at 9am**

---