



**Lahore School of Economics  
In collaboration with  
B4Development (formerly Qatar Behavioral Insights Unit)**

**Symposium on Behavioral Economics in Policy Making**

3<sup>rd</sup> September 2019

Emerald Hall B & C, Pearl Continental Hotel, Lahore

Lahore School of Economics in collaboration with B4Development (formerly Qatar Behavioral Insights Unit founded by the Supreme Committee for Delivery and Legacy), are jointly hosting a symposium on the role of Behavioral Economics in policymaking. Nudge units and behavioral insights teams are being established with increased frequency around the world. This is a strong indicator of the growing demand to embed behavioral insights in developing government programs and policies around the world. Recent efforts have started focusing on capacity building for behavioral initiatives and finding cost-effective ways of scaling up such programs.

The symposium will host key policy makers from the government, renowned local and international academics with expertise in Behavioral Economics and researchers working in this field. The objective of the event is twofold: (i) to summarize experiences and insights from successful behavioral programs from around the world on the role Behavioral Economics can play in matters of compliance, public finance and accountability; and (ii) to engage key decision makers from within the government with the aim of familiarizing and promoting use of behavioral interventions in the context of Pakistan.

Sessions will focus on using behavioral insights to promote compliance, rule of law and better public finance management; nudging policymakers for greater transparency and accountability and capacity building in behavioral insights.

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## **Symposium on Behavioral Economics in Policy Making**

3 September 2019

Emerald Hall B & C, Pearl Continental Hotel, Lahore

- 09:00 – 09:30      **Registration**
- 09:30 – 10:30      **Opening Session**  
Welcome Remarks: Shahid Amjad Chaudhry (Rector, Lahore School of Economics)  
Introductory Remarks: Fadi Makki (Head of B4Development and Founder of Nudge Lebanon)  
Keynote Speaker: Lori Foster (Professor of Industrial-Organizational Psychology, North Carolina State University)  
Keynote Reflections: Shabbar Zaidi (Chairman, Federal Board of Revenue)
- 10:30 – 12:00      **Panel Session I: Using behavioral insights to promote compliance, rule of law and revenue generation.**  
Chair: Shabbar Zaidi (Chairman, Federal Board of Revenue)  
Moderator: Umar Taj (Research Fellow in Behavioral Science at Warwick Business School)  
Panel Speaker: James Vancel (CEO of the Busara Center for Behavioral Economics)  
Panel Speaker: Ijaz Nabi (Country Director, International Growth Centre)  
Panel Speaker: Azam Chaudhry (Dean and Professor, Lahore School of Economics)  
Panel Speaker: Mujtaba Piracha (Additional Chief Secretary (Services Economy) Government of Punjab)  
Questions and Answers  
Closing remarks by the chair
- 12:00 – 12:15      Tea
- 12:15 – 13:30      **Panel Session II: Nudging policy makers for greater transparency and accountability.**  
Chair: Makhdum Hashim Jawan Bakht (Minister of Finance, Punjab)  
Moderator: Lori Foster (Professor of Industrial-Organizational Psychology, North Carolina State University)  
Panel Speaker: Adnan Khan (Professor, London School of Economics and Political Science)  
Panel Speaker: Maroof Syed (Chief Executive Officer, Centre for Economic Research in Pakistan).  
Panel Speaker: Hamna Ahmed (Assistant Professor, Lahore School of Economics)  
Questions and Answers  
Closing remarks by the chair

01:30 – 02:30

Lunch

02:30 – 04:30

**Round Table: Capacity building in behavioral insights.**

Chair: Shujat Ali (Dean, National Management College, National School of Public Policy)

Moderator: Sakib Sherani (Former Economic Advisor of the Ministry of Finance, Government of Pakistan)

Co-Moderator: Fadi Makki (Head of B4Development and Founder of Nudge Lebanon)

Lori Foster (Professor of Industrial-Organizational Psychology, North Carolina State University)

James Vancel (CEO of the Busara Center for Behavioral Economics)

Umar Taj (Research Fellow in Behavioral Science at Warwick Business School)

Azam Chaudhry (Dean and Professor, Lahore School of Economics)

Ali Hasanain (Head of the Department of Economics, Lahore University of Management Sciences)

Farah Said (Assistant Professor, Lahore School of Economics)

Aarij Wasti (Senior Legal Counsel at Supreme Committee for Delivery and Legacy, FIFA World Cup Qatar 2022)

Ali Shehzad (Additional Finance Secretary, Punjab)

Sarah Saeed (Faculty member, National School of Public Policy)

Questions and Answers

Closing remarks by the chair

## **Chair Profiles:**

### **Dr. Shujat Ali**



Dr. Ali is the Dean of National Management College Lahore, an Integral unit of National School of Public Policy. He has held many prominent positions throughout his career. He has served as Secretary to Government of Pakistan, Statistics Division; Special Secretary Finance Division, Government of Pakistan; Secretary, Industries, Commerce & Investment Department; and Chief Economist, Member Planning and Development Board, Punjab.

### **Makhdum Hashim Jawan Bakht**



Makhdum Hashim Jawan Bakht is Minister of Finance, Punjab. He has been elected as Member, Provincial Assembly of the Punjab in general elections 2013 and 2018. He has served as Chairman, Standing Committee on Finance. Prior to contesting the general elections in 2013 he was associated with the Banking sector and served as Vice President, Corporate & Investment Banking division at Citibank. He obtained the degree of B.Com from McGill University, Canada.

### **Mr. Shabbar Zaidi**



Mr. Zaidi is Chairman, Federal Board of Revenue and served as a provincial minister in the Government of Sindh during the 2013 caretaker setup. Mr Zaidi was a Senior Partner at one of Pakistan's top accountancy firms, A.F. Ferguson. He is a fellow member of Institute of Chartered Accountants of Pakistan and served as president of the Institute in 2005.

## **Speaker Profiles:**

### **Dr. Hamna Ahmed**



Dr. Ahmed has a PhD in Economics from University of Kent, MSc. in Economics from University of Warwick and BSc (Hons.) in Economics from the Lahore University of Management Sciences. She is a Research Fellow at Centre for Research in Economics and Business and a faculty member in the Economics Department at Lahore School of Economics. Her research interests include behavioral economics, education, and performance of non-state institutions.

### **Dr. Azam Chaudhry**



Dr. Chaudhry is Professor of Economics and the Dean of the Faculty of Economics at the Lahore School of Economics. He has a B.Sc. (Hons.) in Economics from the London School of Economics (UK) and a M.A. and PhD in Economics from Brown University (USA) where he specialized in theoretical and empirical macroeconomics. His research interests include Innovation and Technological Change, Institutional Economics, Economic Growth and Development, Behavioral Economics, Economic and Social Networks, Political Economy and Industrial Organization.

### **Dr. Lori Foster**



Dr. Foster is a Professor of Industrial-Organizational Psychology at North Carolina State University (USA) and the University of Cape Town (South Africa), and the Head of Behavioral Science at Pymetrics. She recently completed posts as a Fellow with the White House Social and Behavioral Sciences Team, and as a Behavioral Sciences Advisor to the United Nations.

### **Dr. Ali Hasanain**



Dr. Hasanain is the Head the Economics Department at the Lahore University of Management Sciences. He is also a member of EGAP, a CDPR Fellow and a faculty advisor at the Technology for People Initiative. His research has primarily focused on how public service delivery can be improved through reform initiatives and improvements in political conditions. Dr. Hasanain is the Director of the LUMS engagement on the World Bank's Pakistan@100 Initiative which seeks to support greater debate and study of Pakistan's medium term future out to the year 2047.

### **Dr. Adnan Qadir Khan**



Dr. Khan is Professor in Practice by School of Public Policy, London School of Economics and Political Science (LSE), a joint appointment with Suntory Toyota International Centre for Economics and Related Disciplines (STICERD), LSE. Adnan has successfully led the International Growth Centre (IGC) as Research and Policy Director between 2009 and 2019, and was also a Visiting Lecturer of Public Policy at Harvard Kennedy School from 2018-2019. He is also a co-founder and board member Centre for Economic Research in Pakistan (CERP), Associate with the Building State Capability Program at Harvard's Center for International Development.

### **Dr. Fadi Makki**



Dr. Makki heads the first nudge unit in the Middle East – B4Development (formerly Qatar Behavioral Insights Unit) and is founder of Nudge Lebanon. He pioneered applications of behavioral insights and nudge concepts in the Arab region and has more than 23 years of experience in public policy, socio-economic development, behavioral economics and social entrepreneurship. He served as undersecretary of the ministry of economy and trade and Advisor to the PM in Lebanon and Director at Booz & Co.

### **Dr. Ijaz Nabi**



Dr. Nabi is Professor of Economics Lahore University of Management Sciences and a member of Prime Minister's Economic Advisory Council. He is also Pakistan Country Director, International Growth Center, a policy research consortium of London School of Economics and Oxford University. He was a member of Chief Minister Punjab's Advisory Council, and the Monetary Policy Committee of the State Bank of Pakistan as well as Economic Advisor to the Chief Minister of Punjab. Dr. Nabi returned to Pakistan in 2008 after 22 years at the World Bank in Washington where he worked on Mexico, Korea, Thailand (leading the World Bank team during the East Asian financial crisis), Malaysia, Korea, Laos and Myanmar. In 2002-2008, he was Manager, Economic Policy, for South Asia region at the World Bank.

## **Dr. Mujtaba Piracha**



Dr. Piracha belongs to the Pakistan Administrative Service and is currently posted as Additional Chief Secretary (Services Economy), Punjab. He holds a BSc (Hons) Economics and a Masters' degree in Development Studies from the London School of Economics and Political Science. He pursued his PhD at the Institute of Development Studies (IDS), University of Sussex; his research is on the political economy of property taxation in Punjab. Dr. Piracha has served in Balochistan and Punjab at various field and secretariat positions, including the Finance and Planning Departments. He has also worked with the Aga Khan Foundation and other civil society organizations, donor programs and bilateral development agencies. Recently, as Commissioner Lahore Division he launched the Afforestation Lahore initiative in collaboration with the civil society.

## **Ms. Sarah Saeed**



Ms. Saeed is a BS-21 officer of Pakistan Administrative Service. She holds an MSc in Economics from University of Oxford and an MA from University of the Punjab. During her career, she has held diverse portfolios including Commercial Secretary (The Hague), Director Policy (National Vocational and Technical Training Commission), Additional Registrar (Supreme Court of Pakistan), Director General (Benazir Income Support Programme), Director (Civil Services Academy) and Secretary (Higher Education, Punjab). She has also worked for UK's Department for International Development as Skills Strategy Advisor and is a trainer for Harvard University's Course for public policymakers - "Building Capacity for Use of Research Evidence (BCURE)". Her special interests include skills, poverty alleviation, development policy and practice and international trade. Sarah is serving as faculty member of the National School of Public Policy since January, 2019.

## **Dr. Farah Said**



Dr. Said is an Assistant Professor at the Lahore School of Economics and a Research Fellow at the Centre for Research in Economics and Business. Her current research investigates the effectiveness behavioral features in microfinance; the role of that peer pressure and agency in the household can have on individual decision making; and the role of aspirations in motivating female labor force participation. She is also working on a field experiment to test behavioral interventions to increase the sustainability of a pay-as-you-go solar energy solution in off-grid areas of rural Sindh.

### **Mr. Ali Shehzad**



Mr. Shehzad is a public policy practitioner and a member of the Pakistan Administrative Service. Ali joined Government of the Punjab two years ago after completing his Masters in Public Affairs (International Development) from Woodrow Wilson School, Princeton University. Before that he served at various field assignments in Khyber Pakhtunkhwa for five years. He is currently serving as Additional Finance Secretary (Economic Services). Ali's professional areas of interest include economic policy, Public Financial Management (PFM), innovative approaches for poverty alleviation, governance reform and business process re-engineering.

### **Mr. Sakib Sherani**



Mr. Sherani was until recently a member of the Prime Minister's Economic Advisory Council. He has been in an advisory capacity on the economy for all four governments in Pakistan since 2004. He has also served as principal economic adviser to the Ministry of Finance, Government of Pakistan. Mr. Sherani is founder and CEO of Macro Economic Insights (Pvt) Ltd, which provides risk advisory to clients on Pakistan's economy.

### **Mr. Maroof Syed**



Mr. Syed is the President & CEO of the Centre for Economic Research in Pakistan (CERP) and a Senior Fellow and Advisor at Harvard's Evidence for Policy Design (EPoD). He is the 2017 recipient of the Lucius N. Littauer Award from the Harvard Kennedy School (HKS). He is on the Board of Directors of Pakistan Innovation Foundation (PIF), African Development University ILIMI Foundation (ADU) and on the Advisory Board of Sawayra. He is a Charter Member of Organization of Pakistani Entrepreneurs of North America in Boston (OPEN-Boston). Maroof has degrees in Computer Systems Engineering from Rensselaer (RPI) and a Master in Public Administration (MC/MPA) from Harvard University's John F. Kennedy School of Government.

### **Dr. Umar Taj**



Dr. Taj is a Research Fellow in behavioral science at Warwick Business School. Umar is the founder of Nudgeathon™ - a crowd-sourcing platform in which diverse teams of stakeholders come together to find

behavioral solutions to social problems. He is also the founder of Behavior Insight™ - a tech-based behavior change solution that systematically identifies barriers to behavior change and guides the user to develop successful interventions.

**Mr. James Vancel**



Mr. Vancel is the CEO of the Busara Center for Behavioral Economics. James has a background in impact evaluation and behavioral design, and is an active speaker and contributor to various events, journals and blogs including the CGAP blog, the MasterCard Foundation's Symposium on Financial Inclusion (SoFI), and US News and World Report. James has directly managed over \$12 million in projects across more than a dozen countries with partners such as Airtel, the Bill and Melinda Gates Foundation, and the Commercial Bank of Africa.

**Mr. Aarij Wasti, J.D.**



Mr. Wasti is the Senior Legal Counsel at Supreme Committee for Delivery and Legacy (FIFA World Cup Qatar 2022). He is a lawyer qualified in Alberta (Canada), England & Wales, and Pakistan. After spending more than a decade in private practice, Aarij has spent much of the last decade working on the Qatar World Cup project, first on the winning historic bid and now on the delivery phase. He is now part of the in-house legal team at Supreme Committee for Delivery & Legacy (SC), the organization responsible for delivering the tournament infrastructure and legacy.

## About Us



B4Development Foundation (formerly Qatar Behavioral Insights Unit) was founded in 2016 by the Supreme Committee for Delivery and Legacy - in charge of preparations for the FIFA World Cup 2022 in Qatar - as the first behavioral insights and nudge unit in the Arab world. B4D seeks to leverage insights from behavioral sciences to promote evidence-based policies and address challenges with behavioural roots. The Foundation applies rigorous experimental methods to test and evaluate policies and programs, in order to create positive social impact and lasting behavioral change. For further details, please visit <http://www.b4development.org> and <https://sc.qa/en>.



The Centre for Research in Economics and Business (CREB) was established in 2007, as an independent research centre at the Lahore School of Economics, Pakistan. CREB aims to produce high quality research with meaningful policy impact, build capabilities of early career researchers and engage with academics, practitioners and policy makers on issues of importance for Pakistan's economic development. CREB has focused on three main fields of research: one, modeling political economy; two, exploring the social sector, with an emphasis on education, health, microfinance and community driven development; and three, investigating industrial innovation and agglomeration. A significant portion of the research in the last two areas involves field experiments to provide a robust measurement of impact. In the last 5 years, CREB staff has obtained international research funding for 15 projects worth over £1 million, and are collaborating with researchers from some of the leading universities in the world, including University of Oxford, Stanford University, Duke University, Bocconi University, Politecnico di Milano, University of New South Wales, Paris School of Economics and United Nations University (UNU-Merit). For further details, please visit <http://www.creb.org.pk/>.

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