



INSTITUTE for  
ADVANCED  
STUDY in  
TOULOUSE



**The “Institute for Advanced Study in Toulouse”  
and The “Agence Nationale de la Recherche”  
organize:**

## **“Symposium on Identity and Incentives in Organizations”**

**Toulouse, 12th-13th June 2012**

**Manufacture des Tabacs  
1 rue des Amidonniers  
S Building – Auditorium MS001  
31000 Toulouse**

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**Scientific Organizer**

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# Programme

**Tuesday, 12<sup>th</sup> June 2012**

09.00 – 09.20 Welcome coffee and Registration

09.20 – 10.50 **Gael Le Mens** (*Pompeu Fabra University, Barcelona*)  
“Following the crowd can lead people who learn only from their own experience to agree with a mistaken majority”

**Nicolas Treich** (*Toulouse School of Economics*)  
“Cooperate and Conquer” (joint with Wei Hu)



**Coffee Break**

11.20 – 12.50 **Roland Bénabou** (*University of Princeton & IAST*)  
“Competitive Pay and Work Ethics” (joint with Jean Tirole)

**Benoît Monin** (*Stanford GBS and Department of Psychology*)  
“Cheating vs Being a Cheater: Curbing Dishonest Responding by Subtly Priming Its Identity Implications”

**12.50 – 14.00 Lunch**

14.00 – 15.30 **Roberta Dessí** (*Toulouse School of Economics & IAST*)  
“Work for Image and Work for Pay” (joint with Aldo Rustichini)

**Michael Kosfeld** (*University of Frankfurt*)  
“Knowing that You Matter Matters”



**Coffee Break**

16.00 – 17.30 **Marianne Bertrand** (*University of Chicago*)  
“The Effects of Affirmative Action on Women’s Labor Market and Family Choices: Evidence from the Norwegian Board Quota”

**Gary Charness** (*UCSB*)  
“Incentives to Exercise” (joint with Uri Gneezy)

**20.00 Dinner**

## Wednesday, 13<sup>th</sup> June 2012

09.00 – 09.20 Welcome coffee

09.20 – 10.50 **Patrick Bolton** (*Columbia GSB & IAST*)  
“Leadership, Coordination and Mission-Driven Management”  
(joint with Laura Veldkamp and Markus Brunnermeier)

**Robert F. Freeland** (*University of Wisconsin*)  
“Managerial Control is Alienating and Often Inefficient, So Why Do Firms Dominate the Capitalist Economy and Sometimes Even Perform Well?” (joint with Ezra W. Zuckerman)



### Coffee Break

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11.20 – 12.50 **Emmanuelle Auriol** (*Toulouse School of Economics*)  
“Education and migration choices in hierarchical societies: the case of Matam, Senegal” (joint with Jean-Luc Demonsant)

**Marie-Claire Villeval** (*CNRS*)  
“Moral hypocrisy, power and social preferences”  
(joint with Aldo Rustichini)

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### Lunch

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14.00 – 15.30 **Nava Ashraf** (*Harvard Business School*)  
“No Margin, no mission? A field experiment on incentives for pro-social tasks” (joint with Oriana Bandiera and Kelsey Jack)

**Guido Friebel** (*University of Frankfurt*)  
“Sorting of Motivated Agents: Evidence from applicants to the German Police” (joint with Michael Kosfeld)



### Coffee Break

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16.00 – 17.30 **Robert Akerlof** (*University of Warwick*)  
“Punishment, Compliance, and Anger in Equilibrium”

**Gilles Saint-Paul** (*Toulouse School of Economics*)  
“Mating and the Labor Market”