

# IBSS ONLINE BROWN BAG “LUNCH & LEARN” SESSIONS

## How to Make Your Next Big Decision

**Date:** 12th August 2020, Wednesday

**Time:** 12:10 – 12:50

**Event Language:** English

**Live link:** Link of seminar will be sent upon registration

**Registration:** Please [click here](#) or scan the QR code



Our entire lives are structured around making decisions. Every day we make simple choices, like what to wear to work or what time to wake up, that doesn't cause us too much stress. Yet bigger decisions — ones that could change or impact our lives— can be a source of significant anxiety.

People approach those big decisions in different ways: some use a more rational approach trying to analyze each alternative and choosing the most preferable according to define criteria, other prefer to go instinctively in a more irrational way.

In reality, there is not a clear separation among these two approaches because it is in human nature to include both instinct and reasoning.

What makes the difference are other elements which are the time, the availability of information, the previous experience and all of these elements combined are part of the decision making process.

Not only our “process” but also of those people we are dealing with. Therefore, knowing more about how people take decision means also to be able to direct their decision up to the point we want!

### About the Speaker: Professor Roberto Donà

Roberto Donà is an academic and business practitioner with a long experience in China. He is a Professor of Practice in Management at IBSS, the business school of Xi'an Jiaotong Liverpool University in Suzhou, where he serves also a Associate Dean for Corporate Affairs and Director of the Master in Management. He is also Honorary Professor at School of Innovation and Entrepreneurship of University of Chinese Academy of Science.



Previously he has been a faculty member of SDA Bocconi School of Management and Bocconi University since 1990, Visiting Scholar (1996) and Visiting Professor (1998) at Stern School of Business (New York University) and Visiting Professor, Fudan University School of Management (2008-2010).

Roberto has a strong international exposure having worked in Russia, Bulgaria, Argentina, USA and China. Since the beginning of his career, he worked also as a management consultant for both domestic and international companies serving in several board positions. Currently, he is also an independent director in a company listed at the Catalyst market in Singapore.