



INSEAD Randomized Controlled Trials Lab

Promoting RCTs in field settings at INSEAD

The academic rigor of randomized controlled trials in field settings

Field experiments or randomized controlled trials (RCTs) in field settings are increasingly deployed in economic and management research, because they help to overcome important weaknesses inherent to other research designs such as selection bias and the inability to establish causation.

Mission

The mission of the INSEAD RCT Lab is to facilitate academic research on the drivers of firm productivity, competitiveness and growth at INSEAD using randomized field experiments that will form the basis of evidence-based management and policy recommendations. It provides a channel through which the school can contribute to economic development and prosperity. Funded by the Abu Dhabi Education Council, its geographic focus is primarily on the Middle East and Africa.

Support for INSEAD faculty and PhD students

The RCT Lab provides support to INSEAD faculty and PhD students who want to run an RCT with firms in field settings. Its core activities include:

1. Capacity development: The RCT Lab serves as a repository of knowledge and information. It organizes research workshops, conferences and training events on RCTs with firms in field settings.

An intense 2-day training workshop on RCT methods is planned in 2016-17. A flagship event will be held for the second time on the Middle East Campus from 14-15 November 2016, entitled “INSEAD and ILO Evidence Symposium: Promoting Entrepreneurship for Inclusive Growth and Decent Jobs” – with an academic research workshop and a conference with senior stakeholders.

2. Funding: The RCT Lab provides seed funding for RCT projects to faculty and supports them in their efforts to gain access to sources of external funding.

The RCT Lab has co-funded three projects: Technology and Leadership Training for Women in Peru (Maria Guadalupe and Lucia Del Carpio), Philanthropic Campaigns and Customer Behavior (Jasjit Singh, Nina Teng and Serguei Netessine), and Revenue Models for Rechargeable Off-grid Energy in Rwanda (Bhavani Shanker, Ioana Popescu and Serguei Netessine).

3. Access to research sites: The RCT Lab facilitates connections between faculty and firms to run field experiments using RCTs.

Currently the RCT Lab is developing leads for RCT projects in the UAE, Saudi Arabia and India. It solicits the participation of firms and organizations interested in collaborating with INSEAD faculty on RCTs in field settings.

Faculty and PhD students can subscribe to the RCT Lab newsletter by emailing rctlab@insead.edu.

Contact

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