Activity Report
Academic Years 2021–2023
The INSEAD-Sorbonne Behavioural Lab is a state-of-the-art research facility that encourages collaboration among scholars, researchers, and PhD students interested in behavioural science. The lab report for 2021/2023 provides an overview of the INSEAD-Sorbonne Behavioural Lab, including its mission, facilities, research areas, and significance in advancing the understanding of human behaviour and decision-making within the school.

Content

Our Mission 4
From the Director 5
Partnerships 6
Research Input 7
Research Output 8
Frequently Asked Questions 10
Lab Services 13
Lab Resources Software 14
Lab Resources 15
Lab Extension 16
Lab Users 17
Our Mission

The INSEAD-Sorbonne Université Behavioural Lab (ISBL) is a collaborative project between Sorbonne Université and INSEAD, which aims to foster multidisciplinary research in behavioural sciences. Our primary objective is to support faculty members, post-doctoral researchers, and doctoral candidates affiliated with the Sorbonne Université Alliance and HEC researchers in publishing their research in scientific journals.

Since the lab was established in 2002, over 150,000 individuals have participated in studies covering decision-making, perception, emotions, consumption, and human-machine interactions.

Central to our activities is collecting high-quality data in a researcher and participant-friendly environment. The lab enables reliable data to be produced quickly and cost-effectively, as our lab team has expertise in experimental methods and participant management.

Additionally, we strive to promote collaboration among researchers and students from various disciplines in Sorbonne Université, HEC, and INSEAD by organizing joint events and training sessions.

Key figures, 2021-2023

14,323 volunteers for behavioural experiments
44 researchers (39 faculty members and 5 post-doctoral fellows)
23 PhD students
115 research projects
34 peer-reviewed publications
12 disciplines
After the difficult COVID years, it was a relief to return to our mission! There is no more need for COVID testing of study participants, researchers, and staff. No more PCR lab equipment and staff, which allowed the Paris-based INSEAD faculty to be tested so they could teach in Fontainebleau on the following day. And welcome back to food and other studies we could not conduct for fear of contamination.

In 2021-2023, the lab quickly returned to its past productivity level. We were involved in 115 projects conducted by 44 researchers and 23 PhD students, which led to 34 peer-reviewed publications. These numbers are all back at their pre-covid levels. For comparison, in 2017-2019, we were involved in 148 projects conducted by 49 researchers and 22 PhD students, which led to 32 peer-reviewed publications.

An important difference from pre-COVID years is that we “only” welcomed 14,323 study participants in 2021-2023, compared to 21,219 in 2017-2019. One can interpret this 32% reduction as a productivity increase since we were able to conduct as many studies as before but with fewer participants! Of course, we do not judge our productivity in that way, but it still points to an important and, I believe, lasting change in behavioural research.

Over the years, we have witnessed a significant change in behavioural studies, which have become increasingly complex and high-tech. With our growing familiarity with remote work, all the simple studies, those that only involve self-reported measures and digital stimuli, are now conducted online. We welcome this development, as online studies allow researchers to collect data faster and at a fraction of the cost. In fact, our subject pool is larger than ever, and the team has become bona fide Qualtrics masters, helping novices and experts collect data online. Consequently, researchers only conduct lab studies when they need physiological measures or physical interactions with other people or objects. As we show in detail in this report, the lab now has an ever-expanding suite of fancy research tools for these needs and, more importantly, the expertise to make them communicate with one another. In 2022, for example, the lab conducted management studies using virtual reality.

Another significant development of the past years is the growing number of research disciplines using the lab, thanks to our growing partnership with Sorbonne Université, who now account for 45% of our studies (up from 39% in 2017-2019). In the past two years, the lab has assisted researchers in ergonomics and music cognition and continued to work with researchers in neurosciences or human-machine interactions in addition to our historical disciplines like marketing, decision sciences, or organisational behaviour.

Still, some things never change. I invite you to read the testimonials in this report. Now, as before, they highlight the lab team’s expertise, care, and dedication, and I could not agree more. Thank you to Huong Ngo, the lab’s director; Germain Dépetasse, senior research coordinator; Sébastien Robin, research coordinator; and Jean-Yves Mariette, our IT coordinator. You rock and make me proud!
Partnerships

The INSEAD-Sorbonne Université Behavioural Lab is open to all faculty members and doctoral students from INSEAD, Sorbonne Université and HEC Paris.

Sorbonne Université

The collaboration between INSEAD and Sorbonne Université was established in 2014 and has significantly enriched the academic landscape. As part of this collaborative initiative, all members of Sorbonne Université are granted access to the lab's resources. Between 2021 and 2023, Sorbonne Université had sixteen professors and researchers, four post-doctoral researchers, and twelve PhD students actively conducting studies in the lab.

This partnership has allowed the lab to extend its activities to new fields, such as human-machine interactions and computer science, and to develop unique expertise and tools in behaviour measurement. It has also yielded interdisciplinary research projects which promote behavioural science beyond the traditional disciplines.

HEC Paris

Marking its thirteenth consecutive year, our collaboration with HEC Paris extends lab infrastructure and services to HEC researchers and PhD students. Beyond the cost-sharing benefits, this partnership has fostered innovation in study design and significantly contributed to the lab's overall mission of advancing behavioural research. In the academic years 2021-2023, 24% of studies at the lab were conducted by HEC researchers.

Source of studies by institution, 2021-2023

- INSEAD: 31%
- Sorbonne Université: 45%
- HEC Paris: 24%
Research Input

During the 2021-2023 academic years, 14,323 people have participated in our studies. 38 percent of our studies were online, and 62 percent were conducted in the lab.

Among in-person studies, 31% used physiological tools. Over the years, in-site studies have become more sophisticated and longer, reaching an average of 40 minutes per study.

The lab welcomes diverse research studies from many disciplines. While most of them are in marketing, we conduct an increasing number of studies in organisational behaviour, neuroscience and cognitive sciences, musicology, decision sciences, and strategy. In recent years, we have expanded our services to researchers in human-computer interaction, computer science, and management, reflecting our commitment to multidisciplinary research.
Research Output

Since its opening in 2002, 248 peer-reviewed articles using data collected at the Lab have been published in high-impact journals such as *PNAS*, *Journal of Consumer Research*, *Journal of Personality and Social Psychology*, *Psychological Science*, *Journal of Marketing*, *Journal of Experimental Psychology*, *Journal of Marketing Research*, *Organizational Behavior and Human Decision Processes*, *Nature Communications*, *Journal of Neurophysiology*, *Cognition*, *Current Biology*, etc.

During 2021-2023, research conducted at the lab resulted in 34 peer-reviewed articles, an excellent and stable level of output.
**Average study**

- **In 2021-2023**
- **125 participants**
- **A 40-minute session**

**Number of studies per institution in 2021-2023**

- **52** Sorbonne Université studies
- **35** INSEAD studies
- **28** HEC studies

**Study format**

- **72** Lab studies
- **43** Online studies
Frequently Asked Questions

Who can use the behavioural lab?

The lab is open to researchers, including faculty members, PhD students and visiting faculty, from INSEAD, HEC Paris and Sorbonne Université.

How do I gain access to the lab?

Researchers must submit a research proposal outlining their study objectives, methodology, and ethical considerations. Once approved, researchers will receive access to the lab facilities and resources.

What ethical considerations should I keep in mind?

All research conducted in the lab must adhere to ethical guidelines. Researchers are required to obtain necessary approvals from the INSEAD Institutional Review Board (IRB) and ensure participant confidentiality and informed consent. The applications to the IRB are valid only for a specific research project. If you require further information, we invite you to contact the lab Assistant Director at hoaihuong.ngo@insead.edu. You can also contact the IRB manager, Monique van Donzel (Global Director, Research Strategy), directly at irb@insead.edu for any further queries. Most applications to the IRB are processed within two to three weeks.

How can the lab assist faculty and PhD students in their research?

The lab offers support services for every stage of your research project, from advice on study design to translation, participant recruitment, and data collection.

What types of studies take place at the lab?

The lab offers a range of research methods, including paper or computer-based questionnaires, individual or group interactions, interviews, or physiological equipment, to conduct studies on topics such as negotiation, creativity, eating behaviours, decision-making, and emotion recognition.

What resources are available in the lab?

The lab is fully equipped for conducting behavioural research, with computer workstations, eye-tracking devices, and physiological measurement tools available. The individual rooms are soundproof, windowless, and neutrally colored to enhance focus and minimize distractions. If your study requires specific room arrangements or equipment, the lab can accommodate your needs.

I have a short study and/or a limited budget; does the lab have a solution?

We can offer the option of conducting your study online. If your research does not require a study coordinator, you can opt for this solution by creating an online questionnaire. The lab’s team can assist you, provided the study involves participants from the lab and is managed by our team. Online studies enable quick participant recruitment with compensation in the form of a lottery. An online survey at the lab generally involves 50 to 300 people. We can recruit more participants if you don’t have specific criteria.
I want to conduct a study with a representative panel or individuals with specific profiles—what profiles can I access at the lab?

Our participant pool includes over 5000 individuals with diverse profiles (students, seniors, musicians, etc.) who volunteer for on-site or remote studies. However, the pool is not intended to be representative of the French population and is mainly composed of students. You can select participants based on criteria like gender or age, and additional criteria can be accommodated, provided they meet the ethical standards of the lab. You can describe the profile needed, and the lab will evaluate the feasibility of your study. Pre-selection questionnaires can be proposed in such cases.

Each in-person study at the lab requires 20 to 200 people. If your survey exceeds this threshold, the lab will thoroughly assess your request before approving it to ensure a smooth data collection process for all users. Time slots for study participation must be opened two or three days in advance and generally fill up within 48 hours, depending on available slots and desired participant count.

What is the cost of conducting a study at the lab?

The cost of conducting a study at the lab varies depending on your affiliation. Affiliated researchers (INSEAD, Sorbonne Université, HEC) have free access to our facilities, software, and technical equipment. For INSEAD and Sorbonne Université researchers, initial assistance from a research coordinator is available. Still, we encourage doctoral students and post-docs to conduct their studies independently, only paying for participant recruitment costs. HEC-affiliated researchers cover the costs generated by their study (compensation, translation, coding, and dedicated research coordinator if needed). For more details, please contact Hoai Huong NGO.

How are participants compensated?

The lab can help coordinate payment or other forms of compensation (PayPal). We advance the money for you.

Researchers (except HEC) only pay the compensation of participants.

- €12 per hour for in-person studies.
- €8-10 per hour for Zoom studies.

For online self-paced studies: €10 lottery with 8-10 winners per 100 participants.

I don't have the time to come to the lab in person, or I cannot physically come; can I still use it?

You can interact remotely with the lab’s research team to discuss your project and provide instructions or materials. If you cannot conduct the sessions yourself, the team can assign a research coordinator to conduct your study, with charges based on your affiliation. This eliminates the need for hiring, contract concerns, training, etc.

My study is in English and has been adapted for a specific country or region; do I need to adjust it to French?

We translate experimental material for 30 to 40 studies annually. Our knowledge of experimental methodology allows us to translate your tools and recommend potential adaptations to the French context.
Can I collaborate with researchers from other institutions?

Collaborations with researchers from outside institutions are of course encouraged, but the principal investigator must be from Sorbonne Université Alliance or HEC if co-authors are not.

What training is available for using lab equipment?

The lab can provide training sessions for researchers to properly use equipment and software.

How do I acknowledge the behavioural lab in my publications?

Researchers are requested to acknowledge the lab in any publications resulting from studies conducted in the lab. A suggested acknowledgement statement will be provided upon approval of the research proposal.
Lab researchers have advanced degrees in behavioural sciences and provide qualified help with study preparation, data collection and more.

**Implementation:** We ensure that research is conducted appropriately (e.g., randomisation, adherence to study protocol and procedures).

**Study design:** We help develop study materials and procedures (e.g., advise on scale development or on implementing procedures within the lab setting).

**Translation:** The lab team, composed of French social psychologists, translates experimental material from English to French to ensure cultural context and accuracy.

**Programming:** We help program studies using Qualtrics, oTree, NetLogo, MediaLab, E-Prime, FaceReader, MATLAB, Tobii Pro Lab, JavaScript, Python, PowerShell and Docker.

**Pre-testing:** We pre-test study material and procedures, including participant interviews, to assess general understanding, effectiveness of manipulations and measures, and to detect any suspicion.

**Recruiting participants:** We recruit participants for research studies according to specifications (e.g., demographic criteria, pre-study survey responses, prior participation in related projects) and handle no-shows and study restrictions.

**Data collection:** All studies are handled in order of arrival (no reservations).

**Participant payment:** We handle the compensation of participants (cash advances, participation receipts).

**Data management:** We can manage data entry, merging and coding.
Lab Resources: Software

30 DELL Optiplex 9 MAC mini 20 Headphones beyerdynamic

4+1
1 x Biopac MP150 amplifiers
4 x Bionomadix wireless amplifiers

4+1
4 x Tobii eye-trackers X3-120
1 x Tobii glasses

4 Empatica E4 wristbands

12 Optitrack motion capture cameras
Lab Resources

The INSEAD-Sorbonne Université Behavioural Lab is custom-designed for behavioural research. All experimental rooms are soundproof, windowless, and decorated in neutral colours to avoid environmental distractions. Thanks to funding from Sorbonne Université, the lab is fully equipped with physiological tools to complement traditional self-reported or observational measures.

**On-site resources**

<table>
<thead>
<tr>
<th>Experimental rooms</th>
<th>Software</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 6 cubicles seating one or two participants each</td>
<td>• AcqKnowledge</td>
</tr>
<tr>
<td>• 2 mid-size rooms seating one to four participants</td>
<td>• Kaptivo</td>
</tr>
<tr>
<td>• 2 rooms seating up to twelve participants</td>
<td>• 11 Empirisoft MediaLab licenses</td>
</tr>
<tr>
<td>Hardware</td>
<td>• Empirisoft DirectRT</td>
</tr>
<tr>
<td>• 30 DELL Optiplex with built-in webcams</td>
<td>• E-Prime</td>
</tr>
<tr>
<td>• 1 workstation</td>
<td>• 20 Inquisit licenses</td>
</tr>
<tr>
<td>• 1 Biopac MP150 amplifiers</td>
<td>• 6 MATLAB licenses</td>
</tr>
<tr>
<td>• 4 x Bionomadix wireless amplifiers</td>
<td>• NetLogo</td>
</tr>
<tr>
<td>• 4 Tobii X3-120 Eye Trackers</td>
<td>• Noldus FaceReader</td>
</tr>
<tr>
<td>• Empatica E4 wristbands</td>
<td>• Noldus Media Recorder</td>
</tr>
<tr>
<td>• 12 Optitrack motion capture cameras</td>
<td>• Noldus Observer XT</td>
</tr>
<tr>
<td>• 4 Tobii glasses</td>
<td>• OptiTrack Motive Tracker</td>
</tr>
<tr>
<td>• 10 iPad mini</td>
<td>• oTree</td>
</tr>
<tr>
<td>• 9 Mac Mini</td>
<td>• PsychoPy</td>
</tr>
<tr>
<td>• 20 headphones DT 770 PRO</td>
<td>• Qualtrics</td>
</tr>
<tr>
<td>• 4 Virtual Reality Headsets</td>
<td>• SPSS Statistics</td>
</tr>
<tr>
<td>• Preamp Focusrite – Scarlett 2i2</td>
<td>• Tobii Pro Lab</td>
</tr>
<tr>
<td>• 1 Xiaomi Mi Smart Projector 2</td>
<td>• Tobii Pro Lab</td>
</tr>
<tr>
<td>• 1 Nikon Z6 camera</td>
<td>• Tobii Pro Lab</td>
</tr>
</tbody>
</table>
Lab Extension

The Behavioural Lab's extension is located at 4 rue Victor Cousin (known as “lab 4” to distinguish it from the main lab located next door in the courtyard of 6 rue Victor Cousin). This is a prime street location in the Latin Quarter right across from the Sorbonne building. Starting in 2018, it has offered 50 m2 of modular space for individual and group studies as well as for research and institutional meetings, in person and remotely.

The lab 4 consists of:

1. One large room, which can be used to host small events or for meetings for up to twelve people, with a videoconferencing facility. The room can also be configured for experimental studies, such as group studies (e.g., negotiation experiments with large groups and focus groups), virtual reality studies, and motion capture studies.
2. A kitchen space for catering or studies involving food and drinks.
3. One small office, with direct street access, is suited for small group meetings.
Lab Users

Faculty members and post-doctoral fellows

Over the past two academic years, the lab has been used by thirty-nine researchers and five postdoctoral researchers.

Sixteen researchers and faculty members were from Sorbonne Université. Of the five postdoctoral researchers, four were from Sorbonne Université and one from INSEAD.

PhD students

The lab is a shared asset for PhD students who conduct experimental research. From 2021 to 2023, the lab facilitated experiments for twenty-three PhD students. Twelve were from Sorbonne Université, six from HEC Paris and five from INSEAD.
Acronym list of the researchers’ affiliations

AMP: Analysis of Musical Practices
BMBI: Bio-Mechanics & Bio-Engineering
CeZaMe: Cerebellum, Navigation and Memory
CNRS: French National Centre for Scientific Research
HeuDiaSyc: Heuristics and Diagnosis of Complex Systems
ISIR: Institute of Intelligent Systems and Robotics
ISMM: Sound Music Movement Interaction
IRCAM: Institute for Research and Coordination in Acoustics/Music
LIP6: Paris 6 Computer Science Laboratory
PDS: Sound Perception and Design
PIRoS: Social Perception, Social Interaction and Social Robotics
RepMus: Musical Representations
SAS: Sound Analysis and Synthesis
STMS: Science and Technology of Music and Sound
UMR: Joint Research Unit (Unité mixte de recherche)
UTC: University of Technology of Compiègne
Biomechanics & bioengineering

Faculty member

Sofiane Boudaoud
Professor, BMBI, UMR CNRS 7338, UTC

PhD student

Kawtar Ghiatt
PhD student, BMBI, UMR CNRS 7338, UTC

Kawtar Ghiatt, Ph.D. student, Université de Technologie de Compiègne.

I am currently a PhD student at the University of Technology of Compiègne. As part of my doctoral research, I conducted an experimental study in late 2022 to investigate muscle aging. The INSEAD lab team provided significant assistance in every step of the study. The team was highly organized and able to address my questions, providing guidance for conducting the study effectively. They were very approachable and accommodating to the needs of research teams, making communication easy and warm. Thanks to the staff’s support, the study went very smoothly.
Cognitive ergonomics

Faculty member
Domitile Lourdeaux
Professor, HeuDiaSyc, UMR CNRS 7253, UTC

Postdoctoral researcher
Alexis Souchet
Postdoctoral researcher, HeuDiaSyc, UMR CNRS 7253, UTC
Cognitive neuroscience

Faculty members

Olivier Houix
Researcher, STMS, PDS, UMR 9912, CNRS, IRCAM, Sorbonne Université

Nicolas Misdariis
CNRS Research Director, Head of IRCAM STMS Lab, PDS, Sorbonne Université

Patrick Susini
CNRS Research Director, Head of the IRCAM PDS team, Sorbonne Université

Postdoctoral researchers

Coralie Joucla
Postdoctoral researcher, STMS, PDS, UMR 9912, CNRS, IRCAM, Sorbonne Université

Pablo Arias
Postdoctoral researcher, STMS, PDS, UMR 9912, CNRS, IRCAM, Sorbonne Université

PhD students

Baptiste Bouvier
PhD student, STMS, PDS, UMR 9912, CNRS, IRCAM, Sorbonne Université

Michèle El Khoury
PhD student, STMS, PDS, UMR 9912, CNRS, IRCAM, Sorbonne Université

Nadia Guerouaou
PhD student, STMS, PDS, UMR 9912, CNRS, IRCAM, Sorbonne Université

Estelle Pruvost-Robieux
PhD 2023, STMS, PDS, CNRS UMR 9912, IRCAM, Sorbonne Université

Claire Richards
PhD 2023, STMS, PDS, UMR 9912, CNRS, IRCAM, Sorbonne Université
Cognitive science & computational music cognition

Faculty member

Elaine Chew
CNRS Researcher 2019-2022, STMS, RepMus, UMR 9912, IRCAM, Sorbonne Université

Postdoctoral researcher

Emily Graber
Postdoctoral researcher, STMS, RepMus, UMR 9912, CNRS, IRCAM, Sorbonne Université

PhD student

Daniel Bedoya
PhD student, STMS, RepMus, UMR 9912, CNRS, IRCAM, Sorbonne Université

Computer science and A.I

Faculty members

Marie-Jeanne Lesot
Associate Professor, HDR, LIP6, UMR 7606, CNRS, Sorbonne Université

Nicolas Obin
Associate Professor, Sorbonne Université
CNRS Researcher, STMS, SAS, UMR 9912, IRCAM

PhD students

Clara Bove
PhD student, LIP6, UMR 7606, CNRS, Sorbonne Université

Clément Le Moine Veillon
PhD 2023, STMS, SAS, UMR 9912, IRCAM, Sorbonne Université

Léane Salais
PhD student, STMS, SAS, UMR 9912, IRCAM, Sorbonne Université
Decision Sciences

Faculty members

Mohammed Abdellaoui
CNRS Research Director
Professor of Economics and Decision Sciences, HEC Paris

Enrico Diecidue
Professor of Decision Sciences, INSEAD

Brian Hill
CNRS Research Director
CNRS Research Professor of Economics and Decision Sciences, HEC Paris

PhD student

Nicolo Bertani
PhD 2021 in Decision Sciences, INSEAD

Sarat Chandra Akella
PhD student in Economics and Decision Sciences, HEC Paris

Qiong Xa
PhD student in Decision Sciences, INSEAD

Sarat Chandra Akella
PhD student in Economics and Decision Sciences, HEC Paris

With inputs from my advisors at HEC Paris, I have run two studies at the INSEAD-Sorbonne University Behavioural Lab. Since we test complex models of decision-making, the experimental protocol requires a specific implementation. In this context, the support we received from the Lab has been invaluable. We were offered enormous flexibility in terms of incentives to the subjects - this was crucial to address our research questions. Further, the team at the Lab ensures that studies can be completed as quickly as possible, without any gaps in communication with the subjects. As research questions being studied get increasingly complex, the Lab occupies a unique position as a source of high-quality data, which is important to detect subtle trends in behaviour.

Aside from the research, I enjoyed my time at the Lab due to the kind interactions with the team. I also appreciate them going an extra mile to let me run studies in English.
Human-machine interaction and machine learning

Faculty member

Baptiste Caramiaux
CNRS Researcher HDR, CNRS, UMR 7222, ISIR, Sorbonne Université

PhD student

Vaynee Sungeelee
PhD student, CNRS, UMR 7222, ISIR, Sorbonne Université

Human-machine interaction, sound, and music computing

Faculty member

Frederic Bevilacqua
CNRS Head Researcher, STMS, Head of the ISMM Team, UMR 9912, IRCAM, Sorbonne Université

PhD students

Iseline Peyre
PhD 2022, STMS, ISMM Team, UMR 9912, CNRS, IRCAM, Sorbonne Université
Information systems & operations management

Faculty member

Svenja Sommer
Associate Professor in Operations Management and Information Technology, HEC Paris

Management & human resources

Faculty member

Daniel Newark
Associate Professor in Management and Human Resources, HEC Paris

PhD student

Cynthia Zhu Feng
PhD student in Management & Human Resources, HEC Paris
Marketing

Faculty members

Anne-Sophie Bayle Tourtoulou  
Associate Professor of Marketing, HEC Paris

Anastasia Buyalskaya  
Assistant Professor of Marketing, HEC Paris

Pierre Chandon  
Professor of Marketing, INSEAD  
The L’Oréal Chaired Professor of Marketing, Innovation and Creativity  
Director, INSEAD-Sorbonne Behavioural Lab

David Dubois  
Tenured Associate Professor of Marketing, INSEAD

Gilles Laurent  
Distinguished Emeritus Professor of Marketing, HEC Paris

Stephanie Lin  
Assistant Professor of Marketing, INSEAD

Tina Lowrey  
Professor of Marketing, HEC Paris, GREGHEC

Anne-Laure Sellier  
The Cartier-Chaired Professor of Creativity and Marketing, HEC Paris

L.J. Shrum  
Professor of Marketing, HEC Paris

Hilke Plassmann  
INSEAD’s Octapharma Chaired Professor of Decision Neuroscience  
Associate Professor of Marketing, INSEAD

Marc Vanhuele  
Associate Dean, Professor of Marketing, HEC Paris

Postdoctoral researcher

Leonie Koban  
Postdoctoral researcher 2021 in Marketing and Neurosciences, INSEAD, ICM
PhD students

Laura Hoeger
PhD student in Marketing, HEC Paris

Claire Linarès
PhD 2002 in Marketing, HEC Paris

Mariia Lobanova
PhD student in Marketing, HEC Paris

Sherrie Xue
PhD student in Marketing, INSEAD

Anne-Laure Sellier
Professor of Marketing, HEC Paris

I have been using the INSEAD-Sorbonne lab from the time it was created and have appreciated the rigorous way in which it developed over the years to become one of the best data collection sites I have seen in my career. When I obtain a result in this lab, I know it is there, it is very unlikely a fluke. The lab experimenters are remarkably professional, carefully prepare each and every study, raise concerns they identify early in the process so we can make sure that the data collected is of the most reliable quality possible. They also suggest solutions they have identified from running prior studies in related fields, making the most of the synergies between studies. Whenever I collect there, I do so with a remarkable peace of mind. This is probably the best tribute to the lab's competence at what they're doing.

Beyond their competence, they're also simply a group of very nice people, which makes participants feel welcome and eager to come back.
Clément Canonne
CNRS Senior Researcher, Head of the AMP team, UMR 9912, CNRS, IRCAM, Sorbonne Université

Pierre Saint-Germier
CNRS Researcher, UMR 9912, CNRS, IRCAM, Sorbonne Université

I’ve run several studies at the INSEAD in the past seven years on various issues related to musical perception and cognition. To name a few: can we identify the social attitudes expressed by musicians in an improvised interaction? What are the acoustical cues that drive musical humor? Does dissensus between the musicians leads to a more creative output? What is the role of contextual factors in our evaluation of musical works?

For all these studies, the support of the INSEAD team was always amazing, be it in terms of technical material (for example, they provided top-level headphones for the participants) or in terms of participants’ recruitment (they always managed to find the requested number of participants, even when we asked for participants with a certain level of musical expertise).

But above all, I must stress the sheer kindness of the INSEAD team, which always made me (and our participants) feel welcomed. I certainly look very much forward for our next experiments at the INSEAD!
Neuroscience and cognitive science

Faculty members

Malika Auvray
CNRS Researcher, CNRS UMR 7222, ISIR, PIRoS Team, Sorbonne Université

Anne-Lise Paradis
CNRS Researcher, CeZaMe, UMR 8246, Sorbonne Université

Laure Rondi-Reig
CNRS Researcher Director, CeZaMe, UMR 8246, Sorbonne Université

Aurélie Watilliaux
Research scientist, CeZaMe, UMR 8246, Sorbonne Université
Organisational behaviour

Faculty members

Noah Askin
Assistant Professor of Organisational Behaviour, INSEAD

Nadav Klein
Assistant Professor of Organisational Behaviour, INSEAD

Ella Miron-Spektor
Professor of Organizational Behavior, INSEAD

PhD student

Tianyu He
PhD 2021 in Organisational Behaviour, INSEAD

Khwan Kim
PhD Student in Organisational Behaviour, INSEAD

Nadav Klein
Assistant Professor of Organisational Behaviour, INSEAD

The lab is **the** engine for data collection at INSEAD! Everyone in the research staff is a problem-solver. The culture embodies high work ethic and great attention to detail. It’s common to have an RA point out an important element of study procedures that helped me and other researchers make the study better. The lab excels in running both simple survey studies and complicated live conversation studies. So many of the faculty are very grateful to have such a resource for their research projects.
Strategy

Faculty members

Rodolphe Durand
Professor of Strategy and Business Policy, HEC Paris

Marieke Huysentruyt
Associate Professor of Strategy and Business Policy, HEC Paris

Phanish Puranam
Professor of Strategy, INSEAD
The Roland Berger Chaired Professor of Strategy and Organisation Design

Ithai Stern
Professor of Strategy, INSEAD
Academic Director, VR Immersive Learning Initiative

PhD student

Marc Legrand
PhD student in Strategy and Business Policy, HEC Paris

When I started running behavioral studies in virtual reality (VR) I was not sure where to conduct them. I have decided to work with the INSEAD-Sorbonne lab and they turned out to be the best partner I could have asked for. The lab’s outstanding commitment to advancing the field of behavioral research, and the team’s dedication to precision, ethical practices, and innovative methodologies has made the journey simple and fun! It has been a true collaborative effort from the first day. I have had the privilege of witnessing firsthand the professionalism and passion of the researchers at the lab, and I am confident that any project undertaken with them will benefit from their expertise and dedication to advancing our understanding of human behavior.
List of publications in peer-reviewed journals

In the referenced studies, the authors were able to benefit from the support of the INSEAD-Sorbonne Université Lab to collect their data. The research conducted in the lab has resulted in 34 articles in peer-reviewed journals.

**HEC**


**INSEAD**


**Sorbonne Université**


Mikalonytė, E. S., & Canonne, C. (2023). Does the Phineas Gage effect extend to aesthetic value?. *Philosophical Psychology, 1*-27.


Contact us!

www.inseadsorbonnelab.com
4-6 rue Victor Cousin, 75005 Paris

hoaihuong.ngo@insead.edu
inseadsorbonnelab@insead.edu

From left to right: Germain Dépetasse, Senior Research Coordinator, Pierre Chandon, Director and Professor of Marketing, Hoai Huong Ngo, Assistant Director, Sébastien Robin, Research Coordinator, and Jean-Yves Mariette, IT coordinator.

We thank all members of the INSEAD community - faculty and staff - and our participants for their contribution to the success of these years’ lab!

Special thanks to Professor Hubert Gatignon for his dedication.
Centre Multidisciplinaire des Sciences Comportementales
INSEAD-Sorbonne Université Behavioural Lab

4 - 6 rue Victor Cousin
75005 Paris
T +33 (0)1 43 25 26 55
E hoaihuong.ngo@insead.edu

www.inseadsorbonnelab.com