



Designing Field Experiments

Syllabus

IGL Masterclass Series

March 2025



Syllabus - IGL Masterclass Series

Date and time	Session	
Monday March 3rd 8:00 - 9:30 ET	- How to set up your first field experiment	Speakers: Sharique Hasan (Fuqua Business School at Duke), Hyunjin Kim (INSEAD), Rem Koning (Harvard Business School) Moderator: Albert Bravo-Biosca (Innovation Growth Lab)
Monday March 10th 11:00 - 12:30 ET	- Studying Team Production with Field Experiments - Pre- and Post-Mortem of Experimental Designs	Speakers: Liz Lyons (San Diego School of Global Policy and Strategy), Jana Gallus (UCLA Anderson School of Management) Moderator: Rem Koning (Harvard Business School)
Monday March 17th 8:00 - 9:30 ET	- Experimenting with the Scientific Approach - The Importance of Power	Speakers: Chiara Spina (INSEAD), Thomas Astebro (HEC Paris) Moderator: Sharique Hasan (Duke)
Monday March 24th 1:00 - 12:30 ET	- Collaborating with Platforms at Scale - Experimenting with AI in the Field	Speakers: George Ward (University of Oxford), Nicholas Otis (Berkeley Haas School of Business) Moderator: Sharique Hasan (Duke)
Monday March 31st 8:00 - 9:30 ET	- Building your Experimentation Team - Experimenting with Teams and Organizations	Speakers: Jackie Lane (Harvard Business School), Florian Englmeier (LMU Munich) Moderator: Hyunjin Kim (INSEAD)
Monday April 7th 8:00 - 9:30 ET	- Looking Ahead: Live Canvas Feedback Workshop * To present your idea, please submit your cfxs canvas on canvas on March 31st.	Speakers: Sharique Hasan (Fuqua Business School at Duke) , Hyunjin Kim (INSEAD), Rem Koning (Harvard Business School) Moderators: Albert Bravo-Biosca, Anna Giulia Ponchia (Innovation Growth Lab)