

# Management and Marketing

## PolyU 85<sup>th</sup> Anniversary Public Webinar

### Lessons from the Science of Motivation



#### Ayelet Fishbach

Jeffrey Breakenridge Keller Professor of  
Behavioral Science and Marketing  
University of Chicago Booth School of Business

Date: 19 Sep 2022 (Mon)

Time: 19:30 – 21:00 (Public lecture)

21:00 – 21:30 (Q&A session)

Venue: Online via Zoom

**REGISTER NOW**

To register, please send your name, post, organization, & contact number to [mm.notice@polyu.edu.hk](mailto:mm.notice@polyu.edu.hk) on or before 15 Sep 2022 (Thu).

**Ayelet Fishbach**, PhD, is the Jeffrey Breakenridge Keller Professor of Behavioral Science and Marketing at the University of Chicago, Booth School of Business and the author of *GET IT DONE: Surprising Lessons from the Science of Motivation*. She is the past president of the Society for the Science of Motivation and the International Social Cognition Network. She is an expert on motivation and decision making. Dr. Fishbach's groundbreaking research on human motivation has won the Society of Experimental Social Psychology's Best Dissertation Award and Career Trajectory Award, and the Fulbright Educational Foundation Award.

#### Abstract

Motivating ourselves and others is challenging during these uncertain times. Ayelet Fishbach, the past president of the Society for the Science of Motivation, will discuss what motivation science has taught us about how to achieve our goals. She'll discuss some of the interventions that facilitate behavioral change, including setting a goal, monitoring progress toward a goal, addressing multiple goals and leveraging social support.