

**The Faculty of Commerce and Management, Uka Tarsadia University Organized a
Faculty Enrichment Programme in the form of a Study Circle**

Session III Topic: Nudge Theory

Name of the Presenters: Ms. Krupa Patel and Ms. Hiral Naik

Designation: Assistant Professor (MBA)

**Participants: All faculty members of Commerce and
Management**

Date: 8th September, 2023

Time and Duration: 3:30 pm to 4:15

pm Venue: C- 105 (MBA)

Study Circle Programme Coordinators: Dr. Krunal Patel and Dr. Vijay Gondaliya

A Faculty Enrichment Programme in the form of “Study Circle” was launched by the Faculty of Commerce and Management during the month of August. The Third session of the study circle was conducted by Ms. Krupa Patel, Assistant Professor (MBA), and Ms. Hiral Naik, Assistant Professor (MBA) on the topic of “Nudge Theory.”

The session commenced with Dr. Kiran Pandya, the Dean of the Faculty of Commerce and Management, providing information on the topic. Dr. Krunal Patel introduced the day's speakers.

The presentation on "Nudge Theory" started with an explanation of its definition and a brief historical background. It likely included information about Richard Thaler, who is known for introducing and implementing nudge concepts in the field of behavioral economics. The presentation delved into the concept of "Nudge as a choice architecture," which involves designing choices in a way that influences people's decisions without restricting their freedom of choice. The session included real-life examples of how the Nudge Theory is applied in various contexts. Some of the examples mentioned were: The use of nudges during the COVID-19 pandemic to encourage behaviors like mask-wearing and social distancing. Nudging children's behavior in educational settings. Nudge strategies in marketing to influence consumer choices. Application of Nudge Theory in financial decision-making.

Implementing nudges in corporate offices to improve productivity and well-being. The use of nudges in day-to-day life scenarios.

The session concluded with valuable suggestions and insights, likely related to the practical application of Nudge Theory in different fields. This would have provided faculty members with actionable takeaways they can apply in their teaching or research.

Dr. Kiran Pandya, the Dean and Director of SRIMCA(MBA), extended a sincere vote of

thanks to the speakers and participants, showing appreciation for their contribution to the session.



