

Designing Field Experiments

Syllabus

IGL Masterclass Series
February - April 2026



Syllabus - IGL Masterclass Series

Section 1: Foundations of Field Experiments

Date and time (ET)	Session	
Tue, Feb 24 – 8:00 AM – 9:30 AM	How to Set Up Your First Field Experiment	Faculty: Rem Koning (Harvard Business School), Hyunjin Kim (INSEAD)
Mon, Mar 2 – 11:00 AM–12:30 PM	Experimentation 101: Common considerations & pitfalls when doing experimental research	Faculty: Arnaldo Camuffo (Bocconi University), Sally Sadoff (Rady School of Management, UC San Diego) Moderator: Manuela Collis (Rotman School of Management, University of Toronto)

Section 2: Three Types of Experiments

Date and time (ET)	Session	
Mon, Mar 9 – 11:00 AM–12:30 PM	Experiments in Organisations	Faculty: Francisco Brahm (London Business School), Maria Guadalupe (INSEAD) Moderator: Manuela Collis (Rotman School of Management, University of Toronto)
Mon, Mar 16 – 11:00 AM–12:30 PM	Experiments in Innovation & Entrepreneurship	Faculty: Thomas Astebro (HEC Paris), Solene Delecourt (UC Berkeley) Moderator: Brian Jabarian (Chicago Booth School of Management)
Mon, Mar 23 – 9:00 AM - 10:30 AM	AI field experiments	Faculty: Brian Jabarian (Chicago Booth School of Management), Second Speaker <i>TBD</i> Moderator: Silvia Castro (INSEAD)

Section 3 : Beyond the Experiment: Publishing, Learning, and Collaborating

Date and time (ET)	Session	
Mon, Mar 30 – 11:00 AM–12:30 PM	The Publishing Challenge - How to publish an experiment in top journals	Faculty: Lamar Pierce (Washington University), Jana Gallus (UCLA Anderson School of Management) Moderator: Silvia Castro (INSEAD)
Mon, Apr 13 – 9:00 AM - 10:30 AM	Insights with working with firms and policymakers	Faculty: Oliver Hauser (University of Exeter), David McKenzie (World Bank) Moderator: Brian Jabarian (Chicago Booth School of Management)
Mon, Apr 20 – 11:00 AM–12:30 PM	Live Canvas Feedback Workshop	Faculty: Rem Koning (Harvard Business School)