



# 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	<b>How to Set Up Your First Field Experiment</b>	<b>Faculty:</b> Rem Koning (Harvard Business School), Hyunjin Kim (INSEAD)
Mon, Mar 2 – 11:00 AM–12:30 PM	<b>Experimentation 101: Common considerations &amp; pitfalls when doing experimental research</b>	<b>Faculty:</b> Arnaldo Camuffo (Bocconi University), Sally Sadoff (Rady School of Management, UC San Diego) <b>Moderator:</b> 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	<b>Experiments in Organisations</b> <b>Faculty:</b> Francisco Brahm (London Business School), Maria Guadalupe (INSEAD) <b>Moderator:</b> Manuela Collis (Rotman School of Management, University of Toronto)
Mon, Mar 16 – 11:00 AM–12:30 PM	<b>Experiments in Innovation &amp; Entrepreneurship</b> <b>Faculty:</b> Thomas Astebro (HEC Paris), Solene Delecourt (UC Berkeley) <b>Moderator:</b> Brian Jabarian (Chicago Booth School of Business)
Mon, Mar 23 – 9:00 AM - 10:30 AM	<b>AI field experiments</b> <b>Faculty:</b> Brian Jabarian (Chicago Booth School of Business), Jackie Lane (Harvard Business School) <b>Moderator:</b> 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	<b>The Publishing Challenge - How to publish an experiment in top journals</b>	<b>Faculty:</b> Lamar Pierce (Washington University), Jana Gallus (UCLA Anderson School of Management) <b>Moderator:</b> Silvia Castro (INSEAD)
Mon, Apr 13 – 9:00 AM - 10:30 AM	<b>Insights with working with firms and policymakers</b>	<b>Faculty:</b> Oliver Hauser (University of Exeter), David McKenzie (World Bank) <b>Moderator:</b> Brian Jabarian (Chicago Booth School of Business)
Mon, Apr 20 – 11:00 AM–12:30 PM	<b>Live Canvas Feedback Workshop</b>	<b>Faculty:</b> Rem Koning (Harvard Business School), Brian Jabarian (Chicago Booth School of Business), Silvia Castro (INSEAD), Manuela Collis (Rotman School of Management, University of Toronto)