Dynamic decision making using the balanced scorecard framework

Project Code: ACMG1

Project title
Dynamic decision making using the balanced scorecard framework: Experimentally examining business model information provision effects on managers’ resource allocation decisions

Supervisor

<table>
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<tr>
<th>Name</th>
<th>School</th>
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<tbody>
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Project summary

This project examines managers’ decision rules, learning and performance on a computer simulation task reflecting the complex environments in which businesses operate in practice. It extends prior work by the research team (Humphreys, Gary and Trotman 2016) examining the effect of strategy information provision in a dynamic business environment.

The project will be conducted in the BizLab, with managers making a series of resource allocation decisions over time using dynamic balanced scorecard feedback to better understand the business environment. Participants receive business model information that varies in form (linear vs. non-linear presentation) and content (simple causal model vs. stock-flow model).

Role of the scholarship holder(s) in the project

- Assisting with participant recruitment (primarily via ORSEE at BizLab)
- Co-ordinating pilot testing of the computerised experiment in the BizLab
- Facilitating computerised experimental sessions in the BizLab
- Assisting with data analysis.

Required knowledge, skills and/or training

- Strong verbal and written communication skills;
- Basic Excel skills (for experimental management purposes only);
- Some data analysis skills; and
- An interest in behavioural research!
Preference

- Students with a WAM of 75 or higher are preferred.
- Students with an interest in studying 4th year Honours (or enrolled in longer degree programs) are preferred.
- We encourage students from the Business School as well as other faculties to apply.
- Some training in psychology (or a related area) a plus but not necessary.
- Some training or skills in computer science a plus but not necessary.
- Experience as a participant on a behavioural research study is valued.

Work period

The work period may be broken into two parts as students will not be expected to work during the UNSW shutdown over Christmas/New Year.

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<th>Total work weeks: 8 weeks</th>
<th>Dec 4th – Dec 15th (2 weeks) and Jan 15th – Feb 23rd (6 weeks)</th>
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<td>Note: This timing is flexible.</td>
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How to Apply

Apply on the Scholarships website [here](#), using the scholarship code **UGVC1053**.

You will need:

- An electronic copy of your CV
- An electronic copy of your academic transcript
- The project codes and titles of up to three projects you’d be interested in getting involved in

The deadline for submissions is 4th October 2017.