

Conference program below in Portugues followed by an English version



26 e 28 de Maio de 2026

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Auditório Carlos e Diva Pinho - FEA/USP - (TBC)

Atualizado em 15/04/2026

Agenda de Palestras - sujeita a alterações

Dia	Horário	Título	Palestrantes
27/5	08:30	Credenciamento	
	08:45	Abertura oficial do evento	Profa. Dra. Maria Dolores Montoya Diaz - Diretora FEA/USP
	08:50	Apresentação da agenda do evento	Prof. Dr. Fernando de Almeida - Coordenador do BEL
	09:00	Palestra - 1	David Laibson - Harvard Business School (on line)
	10:00	Coffee - breack	
	10:30	Na prática: Como a Inteligência Artificial está redefinindo gestão de pessoas	Juliana Rodrigues - Accenture - Latam Human Resources Director
	11:30	Almoço	
	13:00	"Perfil comportamental do líder	Fernando Cardoso - Perfil comportamental do líder brasileiro:
	14:00	Liderança Emocional	Celso Juc
	15:00	Coffee Break	
	15:45	Dilemas comportamentais nas organizações brasileiras (Resultado de uma pesquisa com 48.000 brasileiros	Renato Santos - S2
	16:45	Apresentações de trabalho	salas na FEA
	17:45	Encerramento do dia	
28/5	08:30	Recepção dos participantes	
	08:50	Apresentação da agenda do evento	Prof. Dr. Fernando de Almeida - Coordenador do BEL Lab
	09:00	Biomarcadores de comportamento	Pedro Shiozawa - GPTW/GPMW
	10h00	Coffee Break	
	10:30	May Contain Lies	Alex Edmans - London Business School
	11:30	Almoço	
	13:00	trabalho	Shiozawa - moderador
	14:00	Behavioral Trace: What	Victor Correa - M.S Data Science - Great People Mental Health
	14:45	Coffee Break	
	15:15	Neurociência e marketing olfativo	Manuel Krauss - Head de P&D da Natura -
	16:00	IA e estratégias de mitigação de vieses	Larisse Micuci - 2Emmes
	16:45	IA e Comportamento	Gil Giardelli - a confirmar
	17:30	Prêmiação de Melhores Trabalhos	Prof. Dr. Fernando Almeida - Coordenador do BEL Lab
17:45	Encerramento do dia	Prof. Dr. Fernando Almeida - Coordenador do BEL Lab	

despesas almoço e workshops

Sessões extras (datas fora do evento)

Data	Horário	TEMA	Palestrante
21/05/2026	12:00 Brasília	Using Human Behavior to Understand	Matthew Jackson - Stanford University

Lecture Schedule - subject to change

Day	Time	Title	Speakers
27/5	08:30	Accreditation	
	08:45	Official opening of the event	Prof. Dr. Maria Dolores Montoya Diaz - Director FEA/USP
	08:50	Presentation of the event agenda	Prof. Dr. Fernando de Almeida - Coordinator of BEL
	09:00	Lecture - 1	David Laibson - Harvard Business School (online)
	10:00	Coffee break	
	10:30	In practice: How Artificial Intelligence is redefining people management.	Juliana Rodrigues - Accenture - Latam Human Resources Director
	11:30	Lunch	
	13:00	"Behavioral profile of the Brazilian leader: a survey through the Big 5"	Fernando Cardoso - Behavioral Profile of the Brazilian Leader: A Study Through the Big 5
	14:00	Emotional Leadership	Celso Juc
	15:00	Coffee Break	
	15:45	Behavioral dilemmas in Brazilian organizations (Results of a survey with 48,000 Brazilians)	Renato Santos - S2
	16:45	Academic papers presentations	classrooms at FEA
	17:45	End of the day	
	28/5	08:30	Reception of participants
08:50		Presentation of the event agenda	Prof. Dr. Fernando de Almeida - Coordinator of the BEL Lab
09:00		Behavioral biomarkers	Pedro Shiozawa - GPTW/GPMW
10:00		Coffee Break	
10:30		May Contain Lies	Alex Edmans - London Business School (On line)
11:30		Lunch	
13:00		Panel discussion - Mental health at work	Fabrício Moraes (Medical Manager at General Electric) & Pedro Shiozawa - moderator
14:00		Behavioral Trace: What Communication Leaves Behind	Victor Correa - MS Data Science - Great People Mental Health
14:45		Coffee Break	
15:15		Neuroscience and olfactory marketing	Manuel Krauss - Head of R&D at Natura -
16:00		AI and bias mitigation strategies in Finance	Larisse Micuci - 2Emmes
16:45		AI and Behavior	Gil Giardelli - to be confirmed
17:30		Awards for Best Works	Prof. Dr. Fernando Almeida - Coordinator of the BEL Lab
17:45		End of the day	Prof. Dr. Fernando Almeida - Coordinator of the BEL Lab

Note: Registration for the event does not include lunch and workshop expenses.

Extra sessions (dates outside the event)

Date	Time	THEME	Speaker
21/05/2026	11:00 Est / 12:00 Brasilia	Using Human Behavior to Understand AI and AI to Understand Human Behavior	Matthew Jackson - Stanford University