

## Approved BDS Specialization Areas (updated 11/16/21)

1. Suboptimal decision making - when/why people make choices that do not maximize their well-being.
2. Computational Applied Social Psychology
3. Impact of governmental decision-making on national prosperity
4. Using data science/analytics to nudge people's decision making.
5. Entrepreneurship and Marketing Across Cultures
6. How enterprises can most effectively communicate through storytelling the social impact their product or service can have across different socioeconomic and cultural contexts.
7. Social Applications of Legal Decision Making
8. The political mindset of teenage voters and what experiences and psychological factors affect the ability to sway these voters one way or another.
9. Decision making and social change.
10. Moral decision making within economics
11. Economic Decision Making: Faced with Social and Developmental Challenges
12. Strategic Organizational Behavior
13. Applications of Decision Making in Finance and Economics
14. How the science of decision making can be applied to creating effective development policy globally.
15. How can we train AI to understand complex user behaviors (ex: using AI to replicate specific human personas, creating AI that intuitively understands human gestures, etc.)?
16. Motivations and impacts of humanitarian aid in the post-conflict Levant
17. Behavioral and social science of health promotion interventions & their intended vs. actual outcomes
18. Consumer Choices in Mass Media Entertainment
19. Making decisions in the music industry
20. How do people decide whether or not to act when faced with a collective action problem, and how can organizations or companies push individuals to act?
21. Human capital development and investment
22. Psychology of business economics and problem solving
23. Human capital development and investment
24. Relating the neuroscience behind the decision making to the effects of drug abuse.
25. Algorithmic Game Theory
26. Decisions beyond material interest (such as what maximizes a DM's happiness or satisfaction)
27. Applications of Decision Making in Finance and Economics
28. The intersection of mental illness and criminal decision-making.
29. Entrepreneurship and Marketing Across Cultures
30. Factors that influence micro and macro-level decision making in organizations
31. Consumer behavior
32. The influence of decision making in mass movements and the perceived social repercussions of them
33. Examining how narratives impact people's decision-making
34. Entrepreneurship as a response to social inequities

35. The economic and legal modeling of decision-making in financial markets
36. Business Economics with a focus in situation analysis
37. Moral decision-making
38. The effect of design and visual perception on behavior and decisions
39. Behavioral economics with a focus on Spanish speakers
40. Love, dating and decision making
41. Corporate Decision Making with a primary focus on how individuals within a corporation must make decisions given the way consumers think, behave and make decisions
42. Perceptions of Fairness in Resources and Policy
43. Moral Dilemmas of Political and Economic Decision Making
44. The Effect of Concussions on Human Behavior and Decision Making
45. What is the morally correct decision to make and why do people make the wrong one?
46. Analyzing psychological aspects of government functioning
47. The study of the interaction between economics and psychology applicable in the field of marketing and advertisement
48. User-centric/consumer psychology
49. Behavioral Decision Sciences as it relates to and influences policy-making
50. Understanding the interaction between culture, consumers, and companies within the media
51. Analyze global trends and economic theories through the lens of the human decision making processes
52. Behavioral and Consumer Decision Making
53. Marketing and Consumer Decision Making
54. Application of behavioral decisions sciences in marketing and product design
55. Consumer Behaviour in a Digital World
56. Computational applied social psychology- researching aspects of social psychology using computer science.
57. Consumer Behavior/Psychology - "affective forecasting"
58. Human machine interaction, specifically human interactions with machines tasked with making moral decisions
59. Decision making in real estate transactions
60. Making Decisions in Public Health Within Diverse Communities
61. Understanding global markets and consumer behavior through the lens of human behavior and decision making
62. Decision-Making for Environmentally Sustainable Economic Development
63. Decision Making in the Modern World: How Innovators Think
64. The Neurobiology of Regret Theory
65. Wellness Economics
66. Marketing research and the relationship between consumers and ethics
67. Designing Technology for Human Interaction
68. Decision-making in education policy to close the achievement gap
69. Creativity as it relates to behavior and decision making
70. The effect of age on monetary prosocial behavior
71. Third-Party Punishment and Effects on Victims of Unfairness
72. Executive Decision Making in Entrepreneurship
73. The Role Morality has Played in our Polarized Society

74. Investment decisions in venture capital
75. Human-centered Design
76. Creators' Dilemma between Art and Commercialism
77. Human and Institutions decision making-radical re-thinking of Africa's problems
78. Making decisions in big tech
79. Morality science and its implications on policy, economics, and society
80. Decision making in professional sports
81. Sentiment analysis conducted on humanitarian interviews from post-conflict Levant
82. Political decision-making associated with mail-in voting
83. Human and Machine Learning
84. Data science/analytics to nudge people's decision making
85. Behavioral and social science of health promotion interventions & their intended vs. actual outcomes
86. Psychology and Economics of Social Choice
87. Applications of Decision Making in Economics and Business
88. Managerial Decision Making
89. Psychology of Individual Consumer Motivation
90. Automated Decision-Making in Machines Digital Media and Text
91. Entrepreneurship and Marketing Across Cultures
92. Relating the neuroscience behind the decision making to the affects of drug abuse
93. Framing in relation to loss aversion, and implications for political motivations
94. Race, Crime and Policy
95. Technology and Consumer Finance: How does the design and implementation of new technologies like banking apps, mobile payment, etc. affect consumer financial decision-making?
96. External environmental impacts to human behavior
97. Examining how and why people interpret the same words/actions differently
98. How do people decide whether or not to act when faced with a collective action problem, and how can organizations or companies push individuals to act?
99. Management and Strategy
100. Entrepreneurship and Marketing