

**WELCOME ADDRESS BY NUSS PRESIDENT, MR TONG HSIEN-HUI
AT THE NUSS PROFESSORSHIP LECTURE WITH NUSS VISITING PROFESSOR URI GNEEZY
7PM, KENT RIDGE GUILD HOUSE
11 JULY 2024, THURSDAY**

**Professor Uri Gneezy,
NUSS Professor 2024**

**Fellow NUSS members
Distinguished Guests, Ladies and Gentlemen**

Good evening, and thank you all for joining us for tonight's NUSS Professorship Lecture. For those of you joining us for the first time please allow me the opportunity to deliver a short elevator pitch on NUSS.

NUSS is Singapore's largest private alumni club with more than 15,000 members and 3 clubhouses. While we provide the usual club facilities like F&B, gym, swimming pool, etc, what differentiates us from other social clubs is our focus on cultivating our members' interests in areas such as culture, community care and continuous learning.

Tonight's talk is one such example. The NUSS Professorship was established in 1996 with an endowment of \$1.5 million to fund visits by renowned professors globally. This lecture series is part of NUSS' commitment to fostering meaningful interactions with our alma mater while encouraging intellectual discourse and knowledge sharing among our members and the general public.

We, of course, have many other such programmes but only for members, so if you would like to consider joining us, please feel free to reach out to me, one of the NUSS members in the audience today or any one of the staff.

Tonight, I am pleased to welcome, **NUSS Professor 2024, Professor Uri Gneezy**, a distinguished scholar in economics and behavioural science. Professor Gneezy is currently the Epstein/Atkinson Endowed Chair in Behavioural Economics at the Rady

School of Management, University of California, and a Visiting Professor at NUS Yong Loo Lin School of Medicine.

His extensive research on economics, decision-making and human behaviour provides valuable insights into incentives, social preferences, and behavioral anomalies, offering new perspectives on how individuals make choices in various economic contexts. His work includes over 100 peer-reviewed journal articles, earning him the Most Highly Cited Researcher prize for the last eight years.

Our moderator for this evening, **Professor Nick Sevdalis**, is an equally accomplished researcher with his work featured in over 450 publications focused on implementation and improvement sciences. He is also a Visiting Professor at NUS, Yong Loo Lin School of Medicine, and the current Academic Director for the Centre for Behavioural and Implementation Science Interventions.

Tonight, Professor Gneezy is offering 25 copies of his book titled "Mixed Signals: How Incentives Really Work" for sale at any amount you would like to contribute on a first come first served basis. He is generously donating the proceeds to the NUSS Bursary Fund to help needy students. I would like to thank him for his kind generosity.

With that, I will hand you over to the emcee to get this show on the road. I hope you will enjoy the session. Thank you.