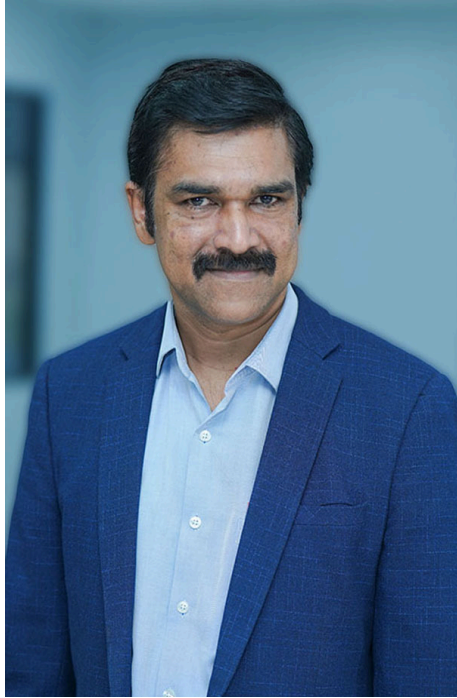


Behavioural Decision Lab



The Behavioural Decision Lab at Christ (Deemed to be University), led by Dr. Santhosh K. R., Associate Professor, undertakes interdisciplinary collaborations across behavioural science, public policy, health, technology, and decision-making.

The Behavioural Decision Lab collaborates with the Cheistha Kochhar Foundation, that carries forward the legacy of Cheistha Kochhar, a behavioural strategist and policy professional who championed the use of behavioural insights for public good. They focuses on behavioural science, nudging (using insights about human behaviour to design environments that make beneficial choices easier without restricting freedom), and behavioural public policy through the *Cheistha Kochhar Nudge Lecture Series* (explore human

decision-making, behavioural science, public policy, and behaviour change) and the *Nudge Studio Design Challenge* (provides participants with an opportunity to apply behavioural science to real-world social and behavioural challenges), connecting behavioural research with public engagement and practical applications.

The collaboration with *Dr. Sanchayan Banerjee from King's College London* focuses on behavioural public policy, decision-making, and policy design, including academic seminars, research, training, and the development of a micro-credential courses in behavioural public policy.

Collaborative research with *Dr. Nikkil Sudharsanan from the Technical University of Munich* examines health misinformation on social media, with a focus on behavioural and decision-making processes underlying engagement with misinformation.

The collaboration with the *Centre for Social and Policy Research (CSPR)*, a research and policy centre at Christ (Deemed to be University) focused on social and policy

issues, focuses on behavioural public policy, policy research, and capacity building, including the development of a micro-credential in behavioural public policy.

The interdisciplinary collaboration with *Dr. Sreeja from the Centre for Quantum Technologies and Complex Systems*, a university-level research centre at Christ (Deemed to be University) advancing research in quantum technologies and complex systems, connects behavioural science with complex systems research and has resulted in a peer-reviewed journal publication, with a second collaborative manuscript currently at the copy-editing stage.

The Lab is collaborating with *Anatomy of Work*, an organisation focused on understanding and redesigning how people and organisations work in the AI era, on research examining student use of artificial intelligence and trust in AI, with a focus on behavioural decision-making in educational contexts.

The Lab also undertakes interdisciplinary collaborations *within the School of Psychological Sciences*, contributing to research publications, books, patents, copyrights, and knowledge-translation initiatives across behavioural and psychological sciences.”