Abstract

Despite massive job losses during the COVID19 pandemic, a massive talent crunch looms. This shortfall, combined with accelerated reshaping of the industry landscape, present challenges and opportunities for management. In this seminar, I will discuss new advances in the use of neuroscience and advanced analytics to address these challenges. Neuroanalytics offers greater precision in talent identification and training, as well as new approaches to enhancing team dynamics, employee onboarding, and developing a culture of innovation. Ongoing work applying these approaches in the lab and in the field will be discussed to highlight the potential of neuroanalytics to advance management. I will also describe new developments in lightweight, inexpensive wearable neurotechnology, which permit data acquisition in real-world environments. By increasing the fit between employees, their jobs, and their teams, neuroanalytics can help management reduce costs, improve efficiency, decrease turnover, and boost wellbeing. Neuroanalytics thus complements traditional approaches to management that aim to create value for companies, for employees, and for society.

Short Biography of Prof. Michael Platt

Michael Platt is the James S. Riepe University Professor, Professor of Neuroscience, Professor of Psychology, and Professor of Marketing. With appointments in the Perelman School of Medicine, the School of Arts & Sciences, and the Wharton School, Platt works at the intersection of economics, psychology, and neuroscience.

A former president of the Society for Neuroeconomics, Platt publishes regularly in top-tier scientific journals and has been featured in prominent TV, radio, print, and online media. With the support of such agencies as the National Institutes of Health, Sloan Foundation, Klingenstein Foundation, McDonnell Foundation, and Department of Defense, he’s produced seminal articles that have been collectively cited over 4,000 times. Platt’s expertise is sought after outside the realm of academia, as well, leading him to serve in science advisory roles for three major motion pictures and the acclaimed PBS TV series, NOVA.