

## Friday Workshops

### **Behavioural Operational Research: The contributions of System Dynamics**

**Martin Kunc (Warwick Business School)**

Without doubt, behavioural research is making a significant impact on many academic disciplines. Its status as the source of some of the most interesting research in the social sciences is unparalleled. Therefore it is not surprising that the interest in Behaviour and Operational Research (OR) is burgeoning, where the theoretical and empirical developments in the behavioural field are beginning to make an impression on OR academics and practitioners alike.

The talk will discuss the contributions that System Dynamics can do to the area of Behavioural Operational Research based on a collection of chapters for the book titled "Behavioural Operational Research: Theory, Methodology and Practice" to be published in 2016.

**Dr Martin Kunc** is an Associate Professor of Operational Research and Management Science at the University of Warwick. He has a wealth of experience including as an independent consultant in a range of sectors, including working on projects in media, pharmaceutical, financial services, consumer goods, and the cement and wine industry. He is an expert in strategic modelling for evaluating strategic decisions in human resources, marketing, performance measurement, supply chain, and has experience of working on projects evaluating regional innovation systems (such as the World Bank and the role of universities).

