

'Incentives for Innovation!' — A talk at Brookhaven Lab on How to Enhance Creativity and Produce Breakthroughs, July 18

July 2, 2013



Gustavo Manso

UPTON, NY — Gustavo Manso, associate professor at the University of California Berkeley's Haas School of Business, will give a talk, "Incentives for Innovation! — How to Design Incentive Schemes that Enhance Creativity and Produce Breakthroughs," at the U.S. Department of Energy's Brookhaven National Laboratory on Thursday, July 18, at 5 p.m. in Berkner Hall. Sponsored by Brookhaven Women in Science (BWIS) and Brookhaven Science Associates, the talk is free and open to the public. All are welcome. Visitors to the

Laboratory 16 or older must carry photo I.D.

Manso's research focuses on corporate finance, financial markets, and entrepreneurship. Studying financial incentives, Manso's research has revealed that tolerance for early failure and reward for long-term success are essential ingredients in motivating creativity and innovation. His research on finance and economics has been included in many professional journals. Prior to coming to the University of California Berkeley, he worked at the University of Massachusetts Technology's Sloan School of Management.

Manso earned his M.S. in mathematics in 2001 from Instituto de Matemática Pura e Aplicada (IMPA), Brazil. He attended Stanford Graduate School of Business and earned his Ph.D in finance in 2006. He has been the recipient of many awards and fellowships, including the 2010 Swiss Finance Institute Outstanding Paper Award and the 2005 Lehman Brothers Fellowship for Research Excellence in Finance.

Related Links

- [**Maps & Directions to Brookhaven Lab**](#)