

Press Release

Berlin, June 6, 2016

ESMT Berlin invites to Long Night of Sciences and its exhibition venue of 9th Berlin Biennale for the first time

- Lectures by ESMT Berlin faculty on digitalization, decision making, and customer service
- Visitors to the Long Night of Sciences at ESMT have free access the 9th Berlin Biennale exhibition on campus
- Campus tours of the former Council of State building

Under the heading “History meets science” ESMT Berlin invites to this year’s Long Night of Sciences on Saturday, June 11. The program includes German and English lectures on economic and managerial topics. In addition, guided tours will be held on the ESMT campus, the former State Council building. The events are open to public from 5:00 p.m. until midnight.

Starting from 5:15 p.m., lectures held in German and English will cover topics such as decision-making under time pressure, differences between digital and technology, and customer service. [Tamer Boyaci](#) will discuss the abundance of product information and consumer’s limited time for its evaluation. [Joe Peppard](#) will explore how digital is not about technology, while demonstrating the essence of what digital really is. [Benjamin Quaiser](#) will focus on how companies should best deal with customers’ complaints.

At the same time, ESMT will be one of the main exhibition venues of the 9th Berlin Biennale. Curated by the New York artist collective DIS, the artistic program is dedicated to the representation of paradoxes increasingly shaping our world such as the virtual as the real, nations as brands, or culture as capital. Visitors of the Long Night of Sciences at ESMT have free access to one Berlin Biennale art exhibition that is hosted on campus. This exhibition will be open for visitors until September 18.

Overview of the Long Night of Sciences lecture program at ESMT on June 11:

- 17:15 – 17:45: [Michał Grajek](#), Associate Professor of Economics and Director of Research, “Economics of competition, cooperation, and cartels”
18:15 – 19:00: [Tamer Boyaci](#), Professor of Management Science, “Too many options, too much information, but too little time to choose”
19:15 – 20:00: [Jan U. Hagen](#), Associate Professor, “Error management” (in German)
20:15 – 21:00: [Annie Faulkner](#), Program Director, “Why should you care - the role of compassion in organizations and society”
21:15 – 22:00: [Joe Peppard](#), Professor, “Why digital has very little to do with technology”
22:15 – 23:00: [Benjamin Quaiser](#), Program Director, “What customers can go up the wall - and how companies should not deal with complaints” (in German)
23:15 – 00:00: ESMT Berlin full-time MBA students “ESMT Berlin student talk”

The entire program of the ESMT Berlin can also be found here: <https://www.esmt.org/school-networks/events/events-calendar/long-night-sciences-2016>

Further information on the program of the 9th Berlin Biennale: <http://bb9.berlinbiennale.de/>

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About ESMT Berlin

ESMT Berlin was founded by 25 leading global companies and institutions. The international business school offers a full-time MBA, an executive MBA, an executive MBA/MPA, a master's in management as well as open enrollment and customized executive education programs. ESMT focuses on three main topics: leadership and social responsibility, European competitiveness, and the management of technology. ESMT faculty publishes in top academic journals. Additionally, the business school provides an interdisciplinary platform for discourse between politics, business, and academia. The business school is based in Berlin, Germany, with Schloss Gracht as an additional location near Cologne. ESMT is a private business school with the right to grant PhDs and is accredited by the German state, AACSB, AMBA, EQUIS, and FIBAA. www.esmt.org