



September 30, 2026



12:00 to 1:00 PM



KBS room 115 (Bldg. 24)



Prof. Georgios Christopoulos

Provost's Chair and tenured Associate Professor, Nanyang Technological University

Georgios Christopoulos (PhD. Cambridge) is Provost's Chair and tenured Associate Professor at Nanyang Business School, Nanyang Technological University. His research is deeply interdisciplinary and strongly methods-oriented, combining neuroscience, wearables, digital biomarkers, affective computing, computational approaches, and AI to study human decision-making, trust, mental fatigue and recovery, and responses to urban environments. His research has attracted over \$5 million in direct funding, within programmes exceeding \$22 million, and is supported by both government agencies and multinational industry partners. His work has been published across business and social sciences, neuroscience, engineering, medicine, and the built environment.

Are you looking to expand your methodological toolkit and ask questions that traditional methods cannot easily address?

This presentation is somewhat different, as it is less about the presenter's research and more about the audience. It is deliberately interdisciplinary, with examples spanning business and management, marketing, urban science, AI, neuroscience, and affective computing. Using examples from my own research programme, the aim is primarily to stimulate thinking about how emerging methods can open up new research possibilities.

In an era of artificial intelligence, neuroscience, sensors, and big data, it is striking that much research still relies heavily on questionnaires, self-reports, and limited observations of behaviour. While these methods remain valuable, they often capture only the endpoint of a process and may miss how behaviour unfolds at high temporal resolution, how psychological states change across hours, days, or weeks, and how meaningful individual patterns can be identified rather than averaged away.

Drawing on concepts inspired by clinical research, such as digital phenotyping, I present applications of wearable sensing and experience sampling to mental fatigue and recovery in healthcare workers, high-performance environments, and urban settings, with particular emphasis on continuous and individualized measurement. Time permitting, I also discuss game-theoretic and neuroimaging studies of trust and decision-making in entrepreneurs versus managers and illustrate how sensory neuroscience can be used to study difficult-to-verbalize experiences relevant to marketing and consumer research. Finally, I introduce ongoing work using AI agents and conversational systems as new research instruments, enabling adaptive interviewing, natural-language interaction, and more individualized forms of psychological assessment.

Throughout the presentation, examples will come from both academic research and industry-funded projects, including unpublished work supported by multinational companies, illustrating how these methods can be applied to both theoretical and real-world questions. The broader aim is to encourage researchers to think not only about new methods, but also about the new questions those methods make possible.