Ioannis Pappas

- Visiting Scholar, GSE Dean's Office Operations
- Graduate, Graduate School of Education

Bio

I am Ioannis (Yannis) and I am a PhD student at BI Norwegian Business School, currently visiting Stanford, SCANCOR and professor Baba Shiv. My research explores how different aspects of our culture (e.g., language, emotions, religion) influence our consumption patterns and business practices. For instance, my dissertation examines how the comparative language proficiency between a buyer and a seller shapes economic outcomes, such as trust. In doing so, I draw from psychology, economics, and organisational studies literature.