



**ADB Featured Speaker Webinar: University of Chicago's John List on The Voltage Effect: How to Make Good Ideas Great and Great Ideas Scale**

**Thursday, 24 February 2022  
9:00am-10:30am Tokyo time**

**Agenda**

This cohosted ADBI Featured Speaker Webinar will spotlight University of Chicago economist John List, who will discuss his forthcoming book, *The Voltage Effect: How to Make Good Ideas Great and Great Ideas Scale*. Drawing on his original research and examples from business, policymaking, education, and public health, he will identify five measurable vital signs that a scalable idea must possess and describe strategies for avoiding voltage drops and engineering voltage gains. He will also explain how understanding the science of scaling can drive positive change in schools, workplaces, communities, and society at large.

<b>9:00am - 9:05am Tokyo</b> (5 minutes)	<b>Introduction</b> <b>Peter Mogan, Vice Chair, Asian Development Bank Institute (ADBI)</b>
<b>9:05am – 9:10am</b> (5 minutes)	<b>Opening Remarks</b> <b>Tetsushi Sonobe, Dean and CEO, ADBI</b>
<b>9:10am - 9:50am</b> (40 minutes)	<b>Keynote Speech</b> <i>The Voltage Effects</i> <b>John A. List, The Kenneth C. Griffin Distinguished Service Professor of Economics, University of Chicago</b>
<b>9:50am - 10:15am</b> (25 minutes)	<b>Panel Discussion</b> <i>How can we scale up good ideas in development fields?</i>  Moderator: <b>Aya Suzuki, Professor, Department of International Studies, University of Tokyo</b>  Panellists: - <b>Yasuyuki Sawada, Professor, Faculty of Economics, University of Tokyo; Visiting Fellow, ADBI</b> - <b>Megumi Muto, Vice President, Japan International Cooperation Agency</b> - <b>Mushfiq Mobarak, Professor of Economics at Yale University</b>



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DEPARTMENT OF INTERNATIONAL STUDIES  
THE UNIVERSITY OF TOKYO



Japanese  
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Development  
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**10:15am - 10:30am**  
(15 minutes)

**Question and Answer and Closing**

**Aya Suzuki**, Professor, Department of International Studies, University of Tokyo