



University  
of Victoria

# Lansdowne Lecture

---

The University of Victoria's Public Lecture Series features the words and work of distinguished men and women, across a vast array of academic and research endeavours. As host of this lecture series, UVic continues its mission of enriching the human mind and heart.



## Dr. John Roberts

**John H. Scully Professor of  
Economics, Strategic Management,  
and International Business  
Stanford Graduate School of Business**

### In Praise of Weak Incentives

**Thursday, 20 January, 7:00 p.m.  
Harry Hickman Building, Room 105**

Presented by the Department of Economics

---

John Roberts is a leading economist on business strategy and organization. He is the author of many scholarly articles and two books. His 2004 book, *The Modern Firm: Organizational Design for Performance and Growth*, was named the best business book of the year by *The Economist*.

In this lecture, Roberts discusses when performance incentives within organizations should be strong, and, more crucially, when they should be muted. Management consultants and scholars have called for applying stronger, market-like incentives within firms for more than two decades, and incentives are much stronger today than in the past. However, too often these are strong incentives to behave badly. Such bad incentives were crucial to the financial crisis.

---

Travel Green: UVic is accessible by many modes of sustainable transportation including Regional Transit, cycling, walking and taxi. Should you choose to drive, pay parking is in effect for a \$2 evening rate.

**Free and open to the public | Seating is limited | Visit our online events calendar at [www.uvic.ca/events](http://www.uvic.ca/events)**

Persons with a disability requiring accommodation for these lectures should call 250-472-4410 at least 48 hours in advance.  
For more information on this lecture phone 250-472-4410.