

IN COLLABORATION WITH



Département d'économie
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RSAEM

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MAKING HELP VISIBLE : EXPERIMENTAL EVIDENCE FROM A RECOGNITION PROGRAM IN THE WORKPLACE

Organizations rely on employees helping each other, yet meaningful peer support is difficult to observe and therefore challenging to incentivize. This study evaluates a public recognition incentive designed to promote peer support in Uganda's second largest bank. Using a cluster randomized controlled trial, we introduce an award for employees identified by peers and supervisors as particularly supportive. The intervention increases willingness to help by 21% in expertise sharing and by 12% in mentoring. Evidence suggests that these effects operate through improvements in professional reputation and career concerns. A replication in a second bank yields similar effects, supporting the external validity of the findings.