

***Greetings from NSE Centre for Behavioral Science in finance, economics and marketing at IIM Ahmedabad!***

The Centre plans to organize its two-day international conference on Behavioral Science in area of finance, economics, marketing, and organization behavior on **9<sup>th</sup> and 10<sup>th</sup> April 2021**.

**Conference topics**

An illustrative list of topics identified for the Conference could be related to:

- Behavioral aspects in financial planning and investment management
- Role of culture in decision making
- Asset allocation choices and role of bias
- Financial and non-financial investment and decision making
- Risk perceptions and portfolio management
- Role of communication in financial services marketing
- Application of neuroscience tools to study neuro management
- Behavioral corporate finance
- Economic policy choices
- Behavioral science and public policy
- Behavioral science in organization development.
- Role of behavioral economics in ESG investing.

Please mail your research summary and final paper to [cbs@iima.ac.in](mailto:cbs@iima.ac.in) on / before the following dates:

*Research Summary of 2000 to 2500 words: **December 30, 2020***

*Research ideas shortlisted for the conference to be announced on **January 16, 2021***

*Final paper to be sent by **March 20, 2021***

The conference intends to be either virtual or at IIM Ahmedabad campus on April 9 and 10, 2021, depending on the then COVID pandemic scenario.

The authors of the selected papers shall receive an invite to present the paper at the conference and the Centre shall pay for the travel and accommodation of one author.

**Conference committee:**

Prof. Arvind Sahay, Professor of Marketing

Prof. Joshy Jacob, Professor of Finance

Prof. Aditya Moses, Professor of Human Resource Management

Prof. Viswanath Pingali, Professor of Economics

Prof. Jeevant Rampal, Professor of Economics

Prof. Subhadip Roy, Professor of Marketing

Prof. Pranav Singh, Professor of Finance and Accounting