



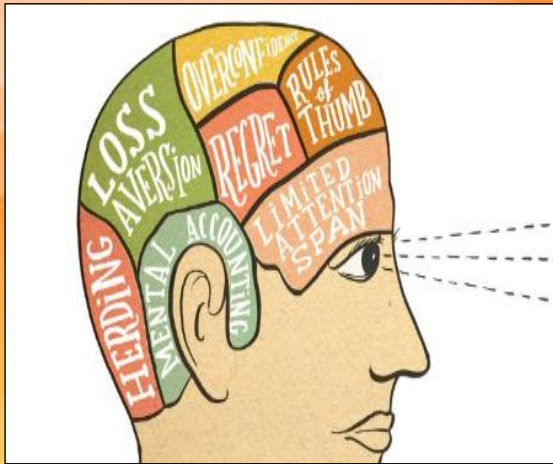
# ***6<sup>th</sup> Summer School on Behavioural Finance (SSBF-23)***

***June 12 to June 16, 2023***

**Organized by**

**Department of Management Studies, Indian Institute  
of Information Technology Allahabad, Prayagraj, India**





**Behavioural finance** is an emerging area of study which considers the theories based on psychology to elucidate the anomalies in the financial market. Of late there is a lot of researches happening in the field of behavioural finance. The development of technology has made accessible information to the general

public. Any information is available to investors at a relatively faster rate than ever before. With the advent of online trading, the volume and value of transactions in the stock market have increased tremendously. The investor is now more active as well as reactive. Against this backdrop, it is strongly felt the need to get answers to some questions regarding the behaviour of the stock market and the investors. The natural conclusion is that it will lead to study and research in the field of behavioural finance.

Having organized four successful Summer School on Behavioural Finance where participants and resource persons from all over the world have assembled, participated and disseminated the information, this edition of Summer School is coming up with an addition of International Conference on the theme. In the context of a renewed quest for meaningful understanding of observed behaviour that does not fit with the classical paradigm of human rationality, this conference is devoted for the contemporary developments in the area of Behavioural Finance. This conference invites theoretical, empirical, case study, interview based and experimental works that involve the application of different aspects of behavioural finance.

### **Objectives of Programme**

The course has the objective of introducing the participants to the fundamental of behavioural finance and intends to take them to a stage where they can apply this knowledge in everyday decision making. Following are the key learning objectives of this programme:

- To understand the important components of behavioural finance;
- To learn various theories of behavioural finance;
- To know in detail the application of various behavioural finance theories especially in the changing technological context;
- To disseminate the frontier research happening in the area of behavioural finance;
- To develop a network of professionals working in the field of behavioural finance.

## Highlights

- The participants will get the opportunity to attend the special session from academicians and industry experts from India as well as from abroad;
- A special session on the Data Analytics techniques used in behavioral finance research will be part of the programme;
- Certification will be provided to the participants;
- **All participants of Summer School will be given an original version book on behavioral finance published by PHI publications.**
- The participants will have the **opportunity to participate and present their research papers in the International Conference** organized along with the Summer School;

## Coverage of the course

The coverage of the course, as well as the sub-themes for presenting papers, will be as follows, however, these theses are indicative only and not exhaustive:

1. Introduction to Behavioural Finance; Rationality of Studying Behavioural Finance, History of Behavioural Finance Studies, Theories of Behavioural Finance, Criticisms of Behavioural Finance, Arguments in Favour of Behavioural Finance.
2. Basic Foundations of Behavioural Finance; Context of Studying Behavioural, Building Blocks of Behavioural Finance- Limits to Arbitrage, Psychology
3. Investors' Psychology and Investment Decisions; Insufficient diversification, Naive Diversification, Excessive Trading, The Selling Decision, The Buying Decision;
4. Prospect Theory; Prospect theory model, Applications of Prospect Theory, Limits and Extensions of Prospect Theory, Relevance of Prospect Theory in the Area of Finance;
5. Regret Theory; Fear of Regret in Finance Decisions, Rationality of Fear of Regret in Financial Decisions, Anticipatory Regret, Minimizing Fear of Regret;
6. Mental Accounting, Overconfidence in Financial Market, Overreaction in Financial Market, Anchoring in Finance, Gambler's fallacy in Investing, Risk Perception, Herd Behaviour in Finance, Magical thinking in Finance, Hindsight bias in finance, confirmatory bias in finance;
7. E-Commerce, E-payment, and behavioural finance;
8. An overview of the information security in the context of financial transactions;
9. Social media and its impact on finance;
10. Agriculture Finance;
11. Financial Derivatives;
12. Prospective research dimensions in the aforementioned areas;
13. Any other area which broadly falls under the contemporary theme of behavioural finance.

## For Whom

The programme is open to students, research scholars, academicians, professionals, executives, and entrepreneurs who have an interest in learning

behavioural finance. Prior knowledge of theories of financial management is not a limitation to attending this programme.

### **Pedagogy**

The program would be a mix of lecture; case let/case study and experience sharing between participants and resource persons. At the beginning of the programme, the participants will be given a topic to work deep into it so that a term paper can be developed which can be published in a good journal.

### **Duration and dates**

The programme will be of five days duration from 12<sup>th</sup> June to 16<sup>th</sup> June 2023.

### **Key benefits**

After attending this programme, the participants will be able to understand the psychology behind making their own investment decisions and hence they can smoothly plan their personal finance. Additionally, special sessions will be engaged for developing research problems and pursuing research in this area.

### **Course fee**

The registration fee for the Summer School is as follows:

	Without Accommodation	With Accommodation
For participants from Industry/Corporate	Rs. 5,000	Rs. 12,000
For faculty members	Rs. 4,000	Rs. 8,000
For Research Scholars	Rs. 3,000	Rs. 6,000
For Students (UG/PG)	Rs. 2,500	Rs. 5,500

The registration fee includes the cost of study materials, working lunch, tea, summer school kit and certificates.

***Note: Since it is an offline event, there are a limited number of seats available. Once the required number of registrations is received, registration may be closed at any time, and we will be unable to accommodate additional requests for registration. Therefore, it is recommended to complete the registration as soon as possible.***

### **Accommodation**

Accommodation will be provided to the participants who have opted for accommodation on payment of requisite fees and subject to availability of rooms in the guest house of the institute on twin sharing basis. IITA has state of art guest house with all modern amenities. Research scholars and students will be provided accommodation in the Institute's hostel.

### **Registration**

Scan the following QR code, pay registration fees then fill and submit the following Google Form: <https://forms.gle/AcrqdSLcD65poRLb9>



OR deposit the money in the account number mentioned in the application form, fill the application form, scan it and mail it to the organizers.

### **Resource persons**

Resource persons for this programme will be the experts from industry and academia both. Eminent experts in the field from the institutions of repute such as IIMs, IITs, US and European Universities and reputed central and state universities have given their consent to act as resource persons. Besides, IIIT Allahabad itself has some of the best teachers in this area who will be engaging classes in this programme.

### **About the Earlier/Previous Summer Schools on Behavioural Finance**

The 'Summer School on Behavioural Finance' is the one unrivalled programme. Being aware that Behavioural finance is still a novel and unexplored area of research, the Indian Institute of Information Technology Allahabad started this programme in the year 2018 with the objective of encouraging the researchers who wish to work in the concerned area. Since the very beginning of the programme, a large number of students, researchers and faculties from all around the world, have been attending this programme. The recent pandemic didn't stop us from conducting the programme and as a result, the programme saw an upsurge in the number of applications with around 200 participants from all around the world in the year 2020, 2021 and 2022 continuously. Furthermore, the programme has created a large network of experts and researchers to keep all the members connected through the lamp of knowledge and spark the will of being a seeker. The Summer School on Behavioural Finance has grown tremendously over the years, making it the ***fastest-growing programme on Behavioural Finance in the country***. With the high-quality academic content and experts from IIMs, IITs, IIITs, and renowned Central Universities, it has emerged as an internationally reckoned programme.



# **2<sup>nd</sup> International Conference on Behavioural Finance and other Contemporary Issues (ICBF-23)**

*June 17, 2023*

An International Conference on Behavioural Finance (ICBF) will be organized on 17<sup>th</sup> June 2023 at the Department of Management Studies, Indian Institute of Information Technology Allahabad, Prayagraj. The conference would be organized with the following objectives:

1. To discuss the frontier research currently been done in the area of behavioural finance;
2. To disseminate the new researches in the area of behavioural finance and other contemporary areas;
3. To explore the possibility of interdisciplinary research in this area;

## **Tracks**

There will be several tracks and sessions in the conference along with some of the invited talks on the issue. Some of the tracks are as follows:

### **Track 1: Qualitative research**

- Qualitative research and behavioural finance

### **Track 2: Marketing and Behavioural Finance**

- This track will cover the areas of marketing affecting the behaviour of the people especially related to their finances. The topics such as marketing of financial products, digital marketing, green marketing and other contemporary and recent issues in marketing and finance will be covered in this area.

### **Track 3: Human Resource and Behavioural Finance**

- This track will cover the areas of human resource management directly or indirectly affecting the behaviour of the people especially related to their finances.

### **Track 4: Operations Management and Behavioural Finance**

- This track will cover the areas of Operations Management directly or indirectly affecting the behaviour of the people especially related to their finances.

### **Track 5: IT and Systems Management and Behavioural Finance**

- This track will cover the areas of IT and system management directly or indirectly affecting the behaviour of the people especially related to their finances.

### **Track 6: Contemporary issues in Management**

- This track will cover the recent and contemporary developments in the area of management, economics and commerce. It is well known fact that behavioural finance is an interdisciplinary subject and we believe that the discussion on the contemporary issues and development in related area will enrich this area in the long run way attracting researchers from the other domain. .

### **Guidelines for Paper Submission**

- ✓ Research papers should be original unpublished works that follow the conference theme;
- ✓ Word limit would be 200 to 250 words for structured abstract and 6,000 to 6,500 words for research paper;
- ✓ The structured abstract should specify the research objectives, methodology, and major findings;
- ✓ Suggested structure of the research paper: Introduction, Review of Literature, Research Gap, Research Methodology, Major Findings, Contributions of the study, Limitations, and Scope for Further Research;
- ✓ The text should be written in A4 size, Times New Roman, font size-12 with 1.5 line spacing;
- ✓ The reference style should be APA (6<sup>th</sup> edition).

### **Paper submission**

- ✓ Paper can be submitted using the following link:  
<https://forms.gle/szou7DNMbED61fd77>

### **Best Paper Award**

The Best Paper will be awarded based on recommendations of the committee:

- Category 1  
Academicians/Corporate Professionals/Research Scholars
- Category 2  
Students

### **Publication Opportunities**

A conference proceeding will be published with all the selected papers having ISBN number and from a reputed publisher.

### **Important Dates**



- Last date for submission of abstract: 15<sup>th</sup> May 2023
- Decision on acceptance of abstract: 20<sup>th</sup> May 2023
- Last date for submission of full paper: 31<sup>st</sup> May 2023
- Last date of registration for conference: 5<sup>th</sup> June 2023

### **Duration and dates**

The programme will be of one day on 17<sup>th</sup> June 2023.

### **Registration fee**

	Without Accommodation	With Accommodation
For participants from Industry/Corporate	Rs. 4,000	Rs. 6,000
For faculty members	Rs. 3,000	Rs. 4,000
For Research Scholars	Rs. 2,500	Rs. 3,500
For Students (UG/PG)	Rs. 2, 000	Rs. 2,500
In absentia (for anyone)	Rs. 2, 000	- -

The registration fee includes the cost of materials, certificates, breakfast, working lunch, and conference kit.

**Registration for In-Absentia Presentation:** Authors, who cannot present the paper in person but wish to contribute in absentia (or online), are encouraged to email their submission. These submissions will go through the blind review process. Authors with the paper in absentia must also complete the registration process and pay the fees for the certificate.

### **Accommodation**

Accommodation will be provided to the participants who have opted for accommodation on payment of requisite fees and subject to availability of rooms in the guest house of the institute on twin sharing basis. IIITA has state of art guest house with all modern amenities.

### **Registration**

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OR deposit the money in the account number mentioned in the

application form, fill the application form, scan it and mail it to the organizers.

### **About the Department**

The Department of Management Studies, Indian Institute of Information Technology, Allahabad was constituted with the philosophy of running and managing the programmes with a focus on Management and Technology. It is propelling academic excellence through innovative pedagogy of blended learning inculcating all-around self-development by creativity, knowledge exchange, empowerment, and enrichment of students and faculty members. The department offers two programmes; 2 Years Full-Time MBA & Full Time Dual Degree MBA - Ph.D. The strength of the department lies in the faculty who are having exposure to fields of Management and IT, belonging to various institutes of national importance and centers of excellence.

### **About the Institute**

The Indian Institute of Information Technology Allahabad (IIIT-A) was established in 1999, as a center of excellence in Information Technology and allied areas. The institute is conferred with the status of “Institute of National Importance” by Govt. of India. The Institute has been conceived with the ambitious objectives of developing professional expertise and skilled manpower in Information Technology (IT) and related areas. As an apex nucleating institute in the area of IT, the establishment of IIIT-A is a major step of Govt. of India towards strengthening the indigenous capability necessary for exploiting profitably and harnessing multi-dimensional facets of IT at all levels, and attaining expertise to enable the country to emerge as a leading player in the global arena.

The beautiful 100-acre campus, situated at Deoghat, Jhalwa, designed meticulously on the Penrose Geometry pattern, is being further topped by fine landscaping to give an all-round soothing effect to create a stimulating environment. The campus is envisaged to be a fully residential one, with all its faculty, staff, and students housed in different pockets. All academic and residential areas are connected to the Institute network.

### **Organizing Committee**

Chief Patron	Prof. M. S Sutaone, Director, Indian Institute of Information Technology Allahabad, Prayagraj-211015
Chief Programme Coordinator	Prof. Ranjit Singh Department of Management Studies Indian Institute of Information Technology Allahabad Prayagraj-211015 Phone: +91-9532766339 Email: ranjitsingh@iiita.ac.in

Organizing Members	<ul style="list-style-type: none"> <li>❖ Ms. Kajol, Senior Research Fellow, Department of Management Studies, IITA</li> <li>❖ Ms Suman Agarwal, Research Scholar, Department of Management Studies, IITA</li> <li>❖ Ms. Sahiba Khan, Research Scholar, Department of Management Studies, IITA</li> <li>❖ Mr Lokendra Puri, Research Scholar, Department of Management Studies, IITA</li> <li>❖ Ms Lata Pandey, Research Scholar, Department of Management Studies, IITA</li> <li>❖ Ms Sakshi Pandey, Research Scholar, Department of Management Studies, IITA</li> </ul>
Advisors	<ul style="list-style-type: none"> <li>• Prof. Amalesh Bhowal, Assam University, Diphu Campus</li> <li>• Prof. Neharika Vohra, Indian Institute of Management, Ahmadabad</li> <li>• Prof. Raj Kumar Singh, Vice Chancellor, Punjab University</li> <li>• Prof. V. K. Shrotriya, Delhi School of Economics</li> <li>• Prof. Nageshwar Rao, Vice Chancellor, Uttarakhand Open University</li> <li>• Prof. G. P. Prasain, Vice Chancellor, Tripura University</li> <li>• Prof. Madhumita Chakraborty, Indian Institute of Management, Lucknow</li> <li>• Prof. Neeraj Pandey, National Institute of Industrial Engineering, Mumbai</li> </ul>

## **REGISTRATION FORM**

### ***6<sup>th</sup> Summer School on Behavioural Finance***

***12<sup>th</sup> June – 16<sup>th</sup> June 23***

Name of Participant: \_\_\_\_\_

Category: Corporate                      Faculty                      Students

Name of Organization: \_\_\_\_\_

Designation: \_\_\_\_\_ Place: \_\_\_\_\_

Contact Number: \_\_\_\_\_ Alternate Number: \_\_\_\_\_

Email ID :

Address:

Payment Mode:

Demand Draft                      Account Transfer                      Cash

***\*Note-Scanned Copy of the Registration Form and Payment Details has to be sent to:***

[ranjitsingh@iiita.ac.in](mailto:ranjitsingh@iiita.ac.in)

#### **Contact details:**

**Prof. Ranjit Singh**  
**Department of Management**  
**Studies, Indian Institute of**  
**Information Technology**  
**Allahabad-211012**  
**Email: [ranjitsingh@iiita.ac.in](mailto:ranjitsingh@iiita.ac.in)**  
**Phone: +91-9532766339**

#### **Account Details**

***(For D.D. and Account Transfer)***

**A/c Name:** Indian Institute of  
Information Technology Jhalwa  
Allahabad

**A/c No.: 30996838478**

**Bank Name:** State Bank of India

**Branch:** Jhalwa (10891)

**IFSC:** SBIN 0010891

## Frequently Asked Questions

**1. Is it mandatory to participate in both, i.e., SSBF and ICBF?**

**Ans:** No, both are the independent events

**2. Is it necessary to submit full paper in the conference?**

**Ans:** No, however, only full paper submitted in the conference will be considered for publication in conference proceedings.

**3. Is it necessary to submit some write up/ article for the SSBF?**

**Ans:** No.

**4. How can I join the SSBF and ICBF by remaining at my home?**

**Ans:** SSBF will be through offline mode only, however, in ICBF one session will be through online mode where one can present paper via online mode.

**5. What about the study materials of SSBF?**

**Ans:** Study materials will be provided to all the participants.

**6. What about the certificates?**

**Ans:** Hard copy certificate will be issued. Online ICBF participants will be getting their hard copy certificate via post.

**7. Will there be any assessment for the participants of SSBF?**

**Ans:** There will be assessment but that is only for the purpose of reflection of the participants about their learning and it will not be reflected anywhere on the certificate.

**8. Will all the papers submitted in the conference qualify for the publication in the journal specified in the brochure?**

**Ans:** Only full papers submitted and accepted for presentation will be considered for inclusion in the conference proceedings.

**9. Can I publish my papers anywhere else after presenting it in the conference?**

**Ans:** It can be published after informing the organizer with a request of not to consider for publication in the conference proceedings.

**10. Will I get refund of my money if I could not attend the SSBF/ICBF?**

**Ans:** It is non-refundable.