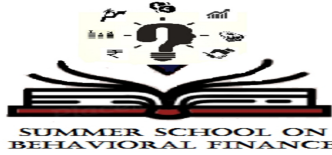
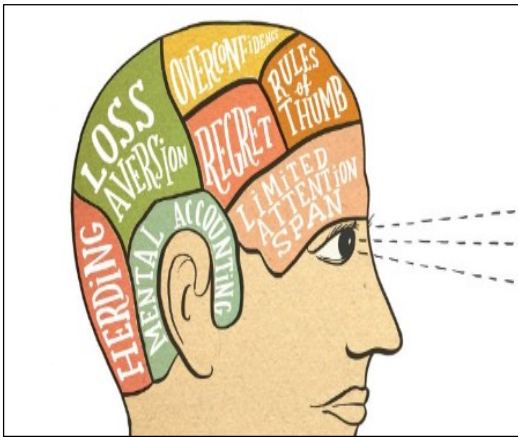


## 4<sup>th</sup> Summer School on Behavioural Finance



**Organized by**

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



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 are lots of researches happening in the field of behavioural finance. The development of technology has made accessible information for the general public. Any information is available to the 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. In 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.

### **Objectives**

The course has the objective of introducing the participants with 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 language associated with behavioural finance;
- To understand the important components of a 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.

### **Highlights**

- The participants will get the opportunity to attend 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 the part of the programme;
- Certification will be provided to the participants;
- **First 100 All** participants will be given original version book on behavioral finance published by PHI publications delivered at their door step;
- **Online mode.**

### **Coverage**

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, Over reaction 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. Prospective research dimensions in the aforementioned areas.

### **For Whom**

The programme is open for students, research scholars, professionals, executives and entrepreneurs who have interest in learning behavioural finance. Prior knowledge of theories of financial management is not a limitation to attend 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.

***Due to the restrictions imposed by the Government because of the COVID 19 crises the classes will be conducted via online mode only. The materials will be shared online only.***

**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 plan their personal finance in a smooth way. Additionally, special sessions will be engaged for developing research problem and pursuing research in this area.

**Duration and dates**

The programme will be of five days duration from 14<sup>th</sup> June to 18<sup>th</sup> June 2021.

**Course fee**

Registration fee for the programme is Rs. 1,000 plus GST @18%, i.e., Rs. 1180 only. Students of IIITA have to pay only Rs. 1000/-. Registration fee includes cost of study materials, certificates (E-certificate and Hard copy both).

**Registration**

Scan the following QR code, pay registration fees then fill and submit the following Google form: <https://forms.gle/BHCkcnp2XYeAf6eq5>



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, and reputed central and state universities have given their consent to act as the 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 of 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 more than 170 participants from all around the world in the year 2020. 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.

**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 round 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.

### **Programme Facilitators**

Chief Programme Coordinator	Prof. Ranjit Singh Department of Management Studies Indian Institute of Information Technology Allahabad Prayagraj-211015 Phone: +91-9532766339 Email: ranjitsingh@iiiita.ac.in
Coordinator	Dr Shasikant Rai Assistant Professor Department of Management Studies Indian Institute of Information Technology Allahabad Prayagraj-211015 Phone: +91-7080165835 Email: shashikant@iiiita.ac.in
Coordinator	Dr Saurabh Mishra Assistant Professor Department of Management Studies Indian Institute of Information Technology Allahabad Prayagraj-211015 Phone: +91-7905712681 Email: saurabhmishra@iiiita.ac.in
Assistant Coordinator	Ms Kajol Senior Research Fellow Department of Management Studies Indian Institute of Information Technology Allahabad Prayagraj-211015 Phone: +91-7007960863 Email: rsm2018003@iiiita.ac.in

**REGISTRATION**  
**FORM**

*4<sup>th</sup> Summer School on*  
*Behavioural Finance*  
*14<sup>th</sup> June – 18<sup>th</sup> June*  
*2021*

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

Category: ☐ Corporate ☐ Faculty ☐ Students

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

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

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

Email ID : \_\_\_\_\_

Address: \_\_\_\_\_

Payment Mode: ☐ Cash ☐ Demand Draft ☐ Account ☐ Transfer

*\*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