



CHRIST
(DEEMED TO BE UNIVERSITY)
PUNE LAVASA CAMPUS
The Hub of Analytics

School of Business and Management (BBA)
CHRIST (Deemed to be University), Pune, Lavasa Campus, India

In Collaboration with

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

PRESENTS



**7th Summer School on Behavioural Finance
(SSBF - 24)**



12 - 16 February 2024

Behavioural Finance:



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:

- 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.
- Basic Foundations of Behavioural Finance; Context of Studying Behavioural, Building Blocks of Behavioural Finance- Limits to Arbitrage, Psychology.
- Investors' Psychology and Investment Decisions; Insufficient diversification, Naive Diversification, Excessive Trading, The Selling Decision, The Buying Decision.
- Quantitative Behavioral Finance.
- Behavioral Corporate Finance.
- Prospect Theory; Prospect theory model, Applications of Prospect Theory, Limits and Extensions of Prospect Theory, Relevance of Prospect Theory in the Area of Finance.
- Regret Theory; Fear of Regret in Finance Decisions, Rationality of Fear of Regret in Financial Decisions, Anticipatory Regret, Minimizing Fear of Regret.
- Different behavioral bias and its impact on all the fields of management.
- E-Commerce, E-payment, and behavioural finance.
- AI and its impact on financial decision.
- Agriculture Finance.
- Nuro Finance.
- Prospective research dimensions in the aforementioned areas.
- 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 12th February to 16th February 2024.

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:

Categories	Registration fees**
For participants from Industry / Corporate	15000/-
For Faculty	10000/-
For Research Scholars	8000/-
For Students (UG/PG)	7000/-

**The registration fee includes accommodation for five-days, breakfast, lunch, tea, dinner, the cost of study materials, summer school kit and certificates. Local transportation and Lavasa tour are complementary.

*** Transportation will include pick up from a designated place in Pune to Lavasa on 11th February 2024 and drop on 17th February from Lavasa to Pune once only (Place and Time will be communicated with the participant in due course).

Note: Since it is an offline event, and Lavasa City being a tourist spot, finding accommodation in cheaper rate will difficult, so there are a limited number of seats available. Once the required number of registrations are received, registration may be closed at any time. Therefore, it is recommended to complete the registration as soon as possible.

Accommodation:

Accommodation will be provided to the participants on twin sharing basis.

Registration:

Pay registration fees using the following link and then fill and submit the following Google Form.

Payment link: <https://lavasa.christuniversity.in/e-services-online-payment-portal>

Google form: <https://forms.gle/7i7D1tTeMb365Aio7>

**** Registration Fees are non-refundable in nature.**

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.

Research Colloquium:

Last session of the 7th SSBF will be dedicated to Research Colloquium, where researchers, scholars, academics, can present and discuss their research findings, ideas, and ongoing projects for intellectual exchange, collaboration, and the advancement of knowledge in the area of behavioral finance research.

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, 2022 and 2023 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.

**7th SSBF and International Conference on Behavioural Finance and other
Contemporary Issues
(ICBF-24)
February 17, 2024**

An International Conference on Behavioural Finance (ICBF) will be organized on 17th February, 2024 at the School of Business and Management, CHRIST (Deemed to be) University, Pune Lavasa Campus in collaboration with Department of Management Studies, Indian Institute of Information Technology, Allahabad, Prayagraj. The conference is organising 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:

- o Research papers should be original unpublished works that follow the conference theme;
- o Word limit would be 200 to 250 words for structured abstract and 6,000 to 6,500 words for research paper;
- o The structured abstract should specify the research objectives, methodology, and major findings;
- o 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;
- o The text should be written in A4 size, Times New Roman, font size-12 with 1.5 line spacing;
- o The reference style should be APA (7th edition).

Paper submission:

- ü Abstract can be submitted using the following link:

https://drive.google.com/drive/u/0/folders/1925ppbp6uv92AYRhRp-3Z_pnH6rySZnq

- ü Paper can be submitted using the following link:

<https://drive.google.com/drive/u/0/folders/1DEugG16uwFdf9FtSxPC10lPCPWZn0jm3>

Best Paper Award:

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

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

Publication Opportunities:

1. Academy of Marketing Studies Journal (ABDC – B)
2. European Economic Letters (ABDC – C)
3. Empirical Economics Letters (ABDC -C)

A conference proceeding will be published with all the selected paper by Bloomsbury Publishing.

Note: The talks are in progress with other journals and SCOPUS – Indexed Books. The same will be communicated to the participants upon receiving confirmation from the respective journals. Publication in any of the journal will go for peer review of that particular journal.

Important Dates:

- Last date for submission of abstract: 20th December 2023
- Decision on acceptance of abstract: 25th December 2023
- Last date for submission of full paper: 31st December 2023
- Last date of registration for conference: 5th January 2024

Duration and dates:

The programme will be of one day on 17th February 2024.

Registration Fees:

The registration fee for the Conference is as follows:

Categories	Registration fees** (inclusive of 18% GST)
For participants from Industry / Corporate	10000/-
For Faculty	8000/-
For Research Scholars	2000/-
For Students (UG/PG)	2000/-
In absentia (for Corporate and Faculties)	5000/-
Participation	1500/-

**The registration fee includes conference kit and certificates. Accommodation for one day, breakfast, lunch, high tea and Transport is complementary.

***Transportation will include pick up and drop from a designated place in Pune to Lavasa and Vice versa on a particular date and time (will be communicated with the participant in due course of time).

**** Those who will attend the 7th SSBF and conference shall be entitled for package fees structure as given:

Categories	Registration fees** (inclusive of 18% GST)
For participants from Industry / Corporate	22500/-
For Faculty	16800/-
For Research Scholars	9000/-
For Students (UG/PG)	8100/-

Registration for In-Absentia Presentation:

Authors, (Corporate and Faculties) 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 on twin sharing basis.

Registration:

Pay registration fees using the following link and then fill and submit the following Google Form.

Payment link: <https://lavasa.christuniversity.in/e-services-online-payment-portal>

Google form: <https://forms.gle/FfdQNueQtOmyRvBt7>

**** Registration Fees are non-refundable in nature.**

About the IIITA, Prayagraj:

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.



About the Department of Management Studies, IIITA:

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 centres of excellence.

About CHRIST (Deemed to be University), Pune Lavasa Campus:

CHRIST (Deemed to be University) was born out of the educational vision of St Kuriakose Elias Chavara, an educationalist and social reformer of the nineteenth century in South India. He founded the first Catholic indigenous congregation, Carmelites of Mary Immaculate (CMI), in 1831, which administers CHRIST (Deemed to be University). The institution began as Christ College in 1969 and grew gradually in numbers and infrastructure. It gained a reputation for its outstanding academic achievements. In 2004, The University Grants Commission (UGC) of India conferred Autonomy to the college and was identified as an Institution with Potential for Excellence in 2006. It was declared an institution deemed to be a university by the Ministry of Education on 22 July 2008. The Christ Institute of Management (CIM) campus was inaugurated at Lavasa on Sunday, July 20th 2014. CIM was established by the Christ University Trust, which is the promoter of Christ University, Bangalore. The off-site campus offers a number of UG, PG, and doctoral-level programmes in the field of Commerce, Law, Data Science and Management. Equipped with state-of-the-art facilities and highly qualified faculties, the Analytical Hub aims to help students achieve academic excellence through a diverse range of teaching methodology, modern curriculum and innovative research practices. CHRIST (Deemed to be University), Pune Lavasa Campus promotes a culture that embodies the philosophy of 'Excellence and Service'. It is designed to promote holistic education and honing individual talents to encourage all-round development of the students.



About School of Business and Management, CHRIST (Deemed to be) University, Pune, Lavasa Campus:

The School of Business and Management, Pune Lavasa Campus offers a uniquely curated Bachelor of Business Administration programme in Business Analytics which promises an unique educational experience to our prime clients.

The BBA Business Analytics program aims to prepare its students to be Business analysts of good standing, in various managerial and leadership roles. Students will learn algorithms and analytics tools that they can use to solve real business difficulties. The program's uniqueness is validated by the limited Institutions offering this course in India; in addition, the program stands out as unique in delivery strategies and incorporation of experiential learning in the curriculum. The School of Business and Management, BBA (Business Analytics), strives to create socially responsible leaders while strengthening their abilities to be valuable corporate citizens. The school is committed to its prime client in developing the skill sets to solve social problems.

The teaching methods used by the faculty members include lectures, tutorials, seminars, and laboratory work. In a lecture period, an academic staff member or a visiting lecturer presents ideas or information to a body of students. Seminar assessments act as a platform to discuss ideas with students. The discussion is led by a member of the staff or a nominated student and moderated by one or more staff members. In a tutorial, the students solve problems under the guidance of a staff member with whom they can also discuss the information presented in a previous lecture.

In each field, the time allocated over the semester to lectures, tutorials, seminars, and laboratory work is at the discretion of the lecturer involved. While more formal instruction (studies and laboratory work) necessarily constitutes an essential aspect of the work, tutorials and, to a lesser extent, seminars are of value in providing time for students to discuss their problems with staff members.

About Lavasa:

Modelled after Italy's Portofino, Lavasa is unique in many ways. The promenade and the various eateries and outlets it has to offer provide the students with a chance to indulge in a distinct experience that is far removed from the crowd and buzz of the city life. In being away from the main Pune city, Lavasa equips students to come-into-their-own, and develop a sense of responsibility and independence. Due to its small area and proximity of places, rest assured Lavasa and its people will soon become family to you, and much like the campus, a home away from home in the warmth and friendliness of the people surrounding you.

In the midst of picturesque mountains and riveting sunsets, Lavasa casts a spell and becomes an escape from the worries of daily life. The serenity and green that surrounds the place is an environment ideal for the studious and the adventurous. The rain showers, cool balmy breeze, misty mountains will fill the hearts and minds of young Christites with positivity in the sprawling campus. Lavasa is indeed therapeutic to the body and mind.



Glimpse of Lavasa

Organizing Committee:

Chief Patrons: Dr. Mukul Sutaone, Director, IIITA
Dr. Fr. Lijo Thomas, Dean and Director, CHRIST (Deemed to be) University
Fr. Justin P. Varghese, Academic Coordinator, CHRIST (Deemed to be) University

General Chair: Prof Dr. Ranjit Singh, Professor, IIITA

Patrons: Dr. Parameswaran S., HoD, BBA-BA, CHRIST (Deemed to be) University
Dr. Jobin Jacob, HoD, MBA, CHRIST (Deemed to be) University

Chief Programme Coordinators:

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Dr. Shubhashree Acharya, Assistant Professor, BBA-BA, CUL
Dr. Harshal Salunkhe, Associate Professor, BBA-BA, CUL
Dr. Vikas Adhegaonkar, Assistant Professor, BBA-BA, CUL
Dr. Bipplab Roy, Assistant Professor, BBA-BA, CUL
Dr. Amol Murgai, Associate Professor, BBA-BA, CUL
Dr. Nitish Kumar Singh, Assistant Professor, BBA-BA, CUL
Dr. Anand Shankar Paswan, Assistant Professor, BBA-BA, CUL
Ms. Monica L., Assistant Professor, BBA-BA, CUL
Mr. Akhil Kulkarni, Assistant Professor, BBA-BA, CUL
Ms. Devleena Banerjee, Assistant Professor, BBA-BA, CUL
Ms. Dhamini Nijgal, Assistant Professor, BBA-BA, CUL
Mr. Sharad Gupta, Assistant Professor, BBA-BA, CUL
Mr. Shine Raju Kappil, Assistant Professor, BBA-BA, CUL

Organising Committee:

Dr. Jayant Mahajan, Associate Professor
Dr. Anil Reynold Dsouza, Associate Professor
Prof Premlatha S, Professor
Dr. Danish Hussain, Assistant Professor
Dr. Maaz Khan, Assistant Professor
Dr. Resham Lohani, Associate Professor, MBA, CUL
Dr. Anshul Saxena, Assistant Professor, MBA, CUL
Dr. Mohit Boralkar, Assistant Professor, MBA, CUL
Dr. Shrutika Mishra, Assistant Professor, MBA, CUL
Ms. Tanya Sharma, Assistant Professor, MBA, CUL
Mr. Jerin Jose, Assistant Professor, MBA, CUL
Mrs. Jinta Thomas, Assistant Professor, MBA, CUL
Dr Anand Shankar Paswan
Ms. Kajol, Senior Research Fellow, Department of Management Studies, IITA
Ms. Suman Agarwal, Research Scholar, Department of Management Studies, IITA
Mr. Lokendra Puri, Research Scholar, Department of Management Studies, IITA
Ms. Lata Pandey, Research Scholar, Department of Management Studies, IITA

Advisors:

Prof. Amalesh Bhowal, Assam University, Diphu Campus
Prof. Neharika Vohra, Indian Institute of Management, Ahmadabad
Prof. V. K. Shrotriya, Delhi School of Economics
Prof. Nageshwar Rao, Vice Chancellor, Uttarakhand Open University
Prof. G. P. Prasain, Vice Chancellor, Tripura University
Prof. Madhumita Chakraborty, Indian Institute of Management, Lucknow
Prof. Neeraj Pandey, Indian Institute of Management, Mumbai
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