

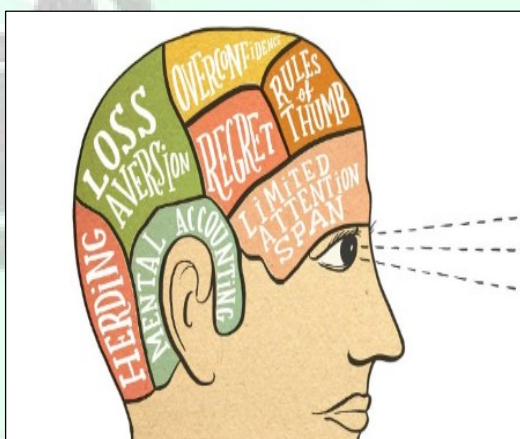
5th Summer School on Behavioural Finance

June 13 to June 17, 2022



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 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.

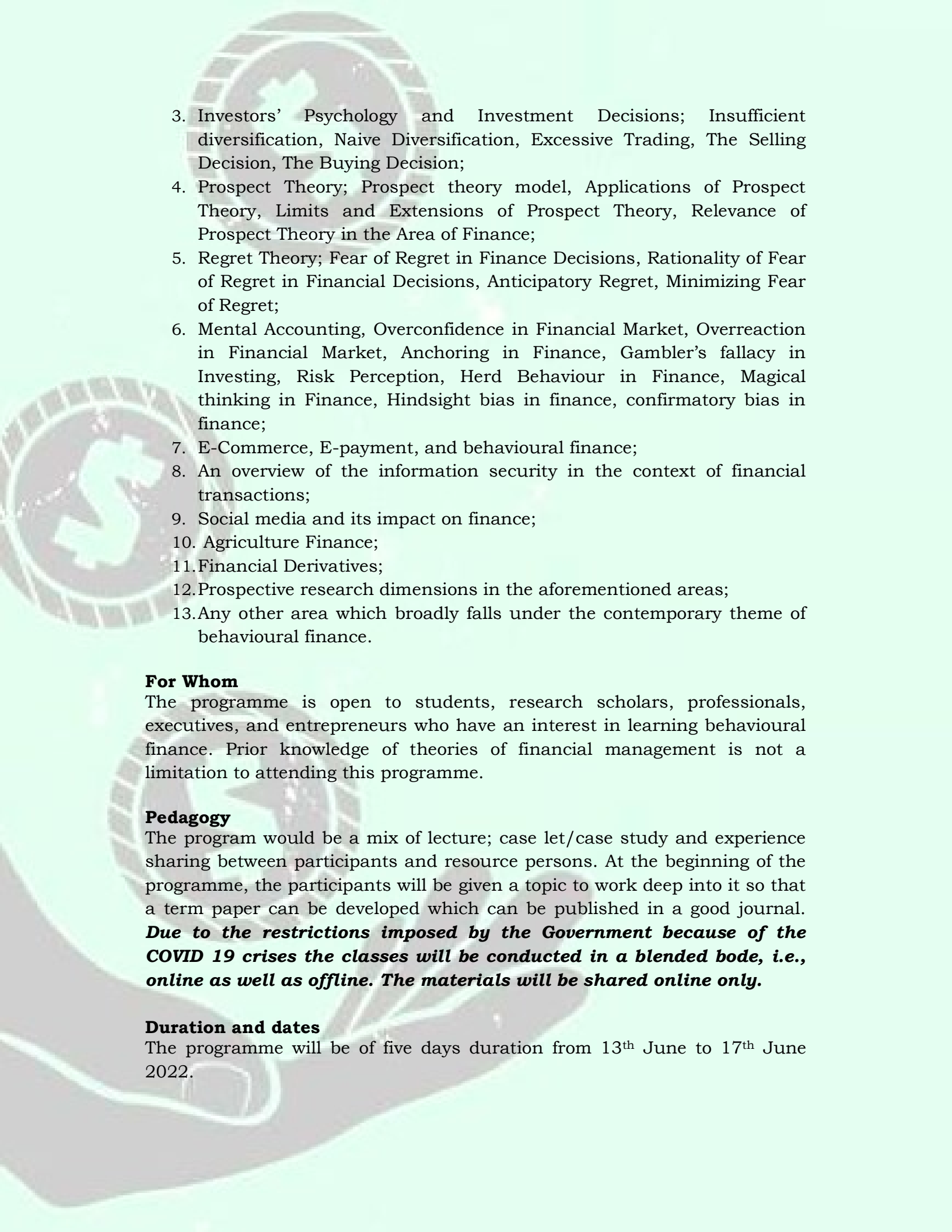
Highlights

- 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.**
- The participants will have the **opportunity to participate and present their research papers in the International Conference** organized along with the Summer School;
- Opportunity to get their papers **published in the reputed journals**;
- **Blended mode.**

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

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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, 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.

Due to the restrictions imposed by the Government because of the COVID 19 crises the classes will be conducted in a blended mode, i.e., online as well as offline. The materials will be shared online only.

Duration and dates

The programme will be of five days duration from 13th June to 17th June 2022.

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. 4,000	Rs. 7,500
For faculty members	Rs. 3,500	Rs. 7,000
For Research Scholars	Rs. 3,000	Rs. 6,500
For Students (UG/PG)	Rs. 2,500	Rs. 5,500
Online participation	Rs. 2000	
International participants (Offline)	\$200	
International participants (Online)	\$100	

The registration fee includes the cost of study materials, certificates (E-certificate and Hard copy both). Furthermore, for the offline participants, the registration fees also include the cost of breakfast, working lunch, and summer school kit.

- A. There is an early bird discount of 10% for those participants registering before 30th April 2022;
- B. There is a group discount of 5% for the four participants or more from the same institution. This discount is in addition to the discount mentioned in (A);
- C. The research scholars and students from the North Eastern India registering for the Summer School in offline mode will be exempted from paying the registration fee for the International Conference, however, accommodation charges will have to be borne by them;

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

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, 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 more than 170 participants from all around the world in the year 2020 and 184 in the year 2021. 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.



International Conference on Behavioural Finance

June 13 to June 17, 2022

An International Conference on Behavioural Finance (ICBF) will be organized on 18th and 19th June 2022 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;
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 (6th edition).

Paper submission

- ✓ Paper can be submitted using the following link:
<https://forms.gle/hMGLf5CGgYBQ363z7>

Best Paper Award

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

- Category 1
Academicians/Corporate Professionals/Research Scholars: A cash prize for Rs. 5,000 along with Best Paper Award Certificate
- Category 2
Students: A cash prize of Rs. 2,500 along with Best Paper Award Certificate

Publication Opportunities

We have collaborations with some of the reputed journals. Selected research papers will have the opportunity to be published in the following journals

Name of the Journal	Indexing
Empirical Economics Letter	ABDC, SCOPUS, UGC Care List
International Journal of Accounting and Finance	ABDC

Review	
Indian Journal of Finance and Banking	ABDC
Journal of Management Information and Decision Sciences	SCOPUS
Academy of Strategic Management Journal	SCOPUS
Academy of Accounting and Financial Studies Journal	SCOPUS
Turkish Online Journal of Qualitative Inquiry	SCOPUS
Linguistics and Culture Review	SCOPUS,
International Journal of Electrical and Electronic Engineering & Telecommunications	SCOPUS,
Linguistica Antverpiensia	SCOPUS
International Journal of Financial Management	J Gate, ICI
International Journal of Banking, Risk and Insurance	Proquest, i-scholar database, EBSCO
International Journal of Business Ethics in Developing Economies	EBSCO, Proquest, i-scholar database

Subsidized Article publication charges (APC) will have to be paid by the authors, if applicable. The journal requirements for publication have to be met by the authors. Besides, conference proceedings will also be published with the selected papers.

Important Dates

- Last date for submission of abstract: 30th April 2022
- Decision on acceptance of abstract: 15th May 2022
- Last date for submission of full paper: 31st May 2022
- Last date of registration for conference: 31st May 2022
- Last date of registration for getting early bird discount: 30th April 2022
- Last date of registration for Summer School: 31st May 2022

Duration and dates

The programme will be of two days duration on 18th and 19th June 2022.

Course fee

	Without Accommodation	With Accommodation
For participants from Industry/Corporate	Rs. 3,000	Rs. 5,000
For faculty members	Rs. 2,000	Rs. 3,000
For Research Scholars	Rs. 1,500	Rs. 2,500
For Students (UG/PG)	Rs. 1, 500	Rs. 2,500
Online participation	Rs. 700	
International participants (Offline)	\$100	
International participants (Online)	\$50	

The registration fee includes the cost of materials, certificates (E-certificate and Hard copy both). Furthermore, for the offline participants, the registration fees also include the cost of breakfast, working lunch, and conference kit. It also includes the cost of one grand conference dinner.

- D. There is an early bird discount of 10% for those participants registering before 30th April 2022;
- E. The participants registering for the Summer School and the International Conference both will be offered a discount of 10% on the total fees in his/her respective category. This discount is in addition to the discount mentioned in (A);
- F. There is a group discount of 5% for the four participants or more from the same institution. This discount is in addition to the discount mentioned in (A) and (B);
- G. The research scholars and students from the North Eastern India registering for the Summer School in offline mode will be exempted from paying the registration fee for the International Conference, however, accommodation charges will have to be borne by them;

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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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. P Nagabhushan, 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"> ❖ Dr. Shashikant Rai, Assistant Professor, Department of Management Studies, IIITA ❖ Dr. Saurabh Mishra, Assistant Professor, Department of Management Studies, IIITA ❖ Ms. Kajol, Senior Research Fellow, Department of Management Studies, IIITA ❖ Ms Suman Agarwal, Research Scholar, Department of Management Studies, IIITA ❖ Ms. Sahiba Khan, Research Scholar, Department of Management Studies, IIITA

Advisors	<ul style="list-style-type: none"> • Prof. Vijaishri Tewari, Resistrar, Indian Institute of Information Technology Allahabad, Prayagraj • Prof. Amalesh Bhowal, Assam University, Diphu Campus • Prof. Neharika Vohra, Vice Chancellor, Delhi Skill and Entrepreneurship University • Prof. Raj Kumar Singh, Vice Chancellor, Punjab University • Prof. V. K. Shrotriya, Delhi School of Economics • Prof. Nageshwar Rao, Vice Chancellor, Uttarakhand Open University • Prof. G. P. Prasain, Vice Chancellor, Tripura University • Dr Madhumita Chakraborty, Indian Institute of Management, Lucknow • Dr Neeraj Pandey, National Institute of Industrial Engineering, Mumbai
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REGISTRATION FORM

5th Summer School on Behavioural Finance 13th June – 17th June 22

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

Contact details:

Prof. Ranjit Singh
Department of Management Studies,
Indian Institute of Information Technology
Allahabad-211012
Email: 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 independent events.

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

Ans: No, however, only full papers submitted in the conference will be sent to the journal for review and publication.

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

Ans: No.

4. Do I need some prior knowledge or basic understanding of behavioural finance to attend this program?

Ans: No.

5. How can I join the SSBF and ICBF by remaining at home/ Online?

Ans: Classes and sessions will be conducted in a setting that allows a person to join both via online as well as offline.

6. What about the study materials for SSBF?

Ans: Study materials will be dispatched to the online participants at their registered addresses. Offline participants will be given study materials at the venue.

7. What about the certificates?

Ans: Both an e-certificate and a hard copy certificate will be issued. Online participants will be getting their hard copy certificates via post.

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

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

9. Will all the papers submitted at the conference qualify for publication in the journal specified in the brochure?

Ans: The journals will also have a second level of review of the papers submitted in the conference. We have the agreement to publish it at a subsidized Article Processing Charge and in a shorter duration.

10. Can I publish my paper anywhere else after presenting it in the conference?

Ans: It can be published provided it is not accepted by any of the journals specified in the brochure for publication.

11. Will I get any refund of my money if I cannot attend the SSBF/ICBF?

Ans: No, it is non-refundable.