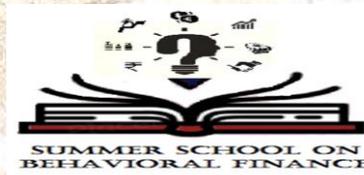


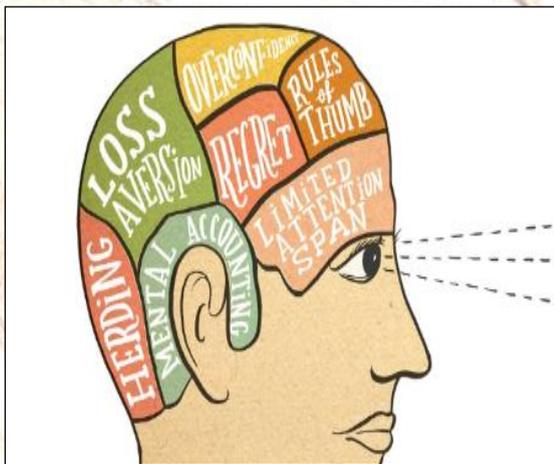
9th One Week School on Behavioural Finance

May 25 to May 29, 2026



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;
- **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.

Other features

Tutorials

We are excited to announce upcoming tutorials focused on the latest developments in Management research. These sessions will feature leading experts sharing cutting-edge insights and advancements in the field. Designed to foster knowledge exchange, the tutorials aim to engage researchers, professionals, and enthusiasts alike. Detailed information, including dates, topics, and participation guidelines, will be shared soon. Stay tuned for updates on this opportunity to deepen your understanding of Management research innovations.

Panel discussion

We are thrilled to announce a panel discussion exploring the dynamic field of behavioural finance and its cutting-edge developments. This event will delve into frontier areas, offering insights into how psychological factors influence financial decision-making. Our panel will feature a distinguished group of nationally and internationally recognized experts in behavioural finance, bringing diverse perspectives and deep expertise to the conversation. Attendees can expect engaging discussions on emerging trends, innovative research, and practical applications in this rapidly evolving discipline. Further details, including the date, venue, and registration process, will be shared soon. Don't miss this opportunity to

connect with thought leaders and gain valuable insights into the future of behavioural finance. Stay tuned for updates!

Behavioural Finance School Lecture Series

We are excited to announce a lecture series as part of our upcoming school on behavioural finance. Each day, globally renowned experts in the field will deliver insightful lectures, exploring the latest advancements and psychological influences shaping financial decision-making. These sessions will offer participants a unique opportunity to engage with cutting-edge research and practical applications in behavioural finance. The program is designed to foster deep understanding and spark meaningful discussions among attendees. Detailed schedules, including lecture topics, speaker profiles, and registration information, will be shared soon. Join us to learn from world-class thought leaders in this dynamic field. Stay tuned for updates!

International Conference

An International Conference on Behavioural Finance (ICBF) will be organized during the 9th School on Behavioural Finance 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 explore marketing strategies influencing consumer financial behavior. It will cover topics including financial product marketing, digital marketing, green marketing, and other emerging issues at the intersection of marketing and finance, addressing contemporary trends and their impact on decision-making

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.

Track 7: Developments in the field of business informatics and fintech

The International Conference will feature a dedicated tract on advancements in business informatics and fintech. This segment will explore innovative developments, including AI-driven analytics, blockchain applications, and digital payment systems revolutionizing financial services. Renowned global experts will present cutting-edge research, share practical insights, and discuss emerging trends shaping these dynamic fields. Attendees will gain valuable knowledge on leveraging technology for business efficiency and financial innovation

Special Tracks

The organizing committee of the conference invites authors and experts to propose special tracks to enrich the program. We welcome innovative themes that align with the conference's focus on behavioural finance and related fields. Proposals may cover emerging topics such as sustainable marketing, fintech innovations, or interdisciplinary areas like AI-driven consumer insights. To propose a track, please contact the organizing team at ssbf@iitita.ac.in with a brief outline, including the theme, objectives, and potential topics. If deemed suitable, the proposed track will be incorporated into the conference program. We look forward to your creative contributions to enhance the event's scope and impact.

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/4LwrFfguF5yRznEbA>

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

We are pleased to announce that selected papers will be considered for publication in a conference proceeding published by SPRINGER NATURE group. This compilation will showcase cutting-edge research presented at the conference, ensuring wide accessibility and recognition.

Important Dates

- Last date for submission of abstract: 31st March 2026
- Decision on acceptance of abstract: 10th April 2026
- Last date for submission of full paper: 30th April 2026
- Last date of registration for conference: 15th May 2026

City Tour

A city tour of Prayagraj, Uttar Pradesh's spiritual heart, blends divinity and history. Start at Triveni Sangam, the sacred confluence of Ganga, Yamuna,

and Saraswati, where a tranquil boat ride and sunrise aarti offer spiritual renewal. Visit Allahabad Fort, a Mughal masterpiece by Emperor Akbar, housing the ancient Patalpuri Temple and Akshayavat tree. Explore Anand Bhavan, the Nehru family's historic home-turned-museum, reflecting India's freedom struggle. Pay respects at Hanuman Mandir, known for its reclining deity, and Alopi Devi Temple, a unique Shakti Peeth. Stroll through Khusro Bagh, a Mughal Garden with ornate tombs, or relax at Chandrashekhar Azad Park. Shop for handicrafts and savor kachori-sabzi in vibrant Chowk and Civil Lines markets. Best enjoyed from October to March, Prayagraj's rich Kumbh Mela heritage makes this tour a soulful journey through spirituality, culture, and history.

Networking

The 9th School on Behavioural Finance offers exceptional networking opportunities with experts in behavioural finance. This intensive program features daily lectures by globally renowned professionals, providing direct access to thought leaders like those cited in prior Summer Schools. Participants engage with experts through panel discussions, sessions and social events like dinners and outings. These settings foster meaningful connections, enabling participants to discuss research, share ideas, and explore collaborations. For research scholars and students, staying in IIITA's state-of-the-art guest house or hostel facilitates further networking in a collegial environment. The program's focus on contemporary issues, combined with expert-led insights, ensures participants build lasting professional relationships, enhancing their career and research prospects in 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. Tutorial sessions will be a kind of hands-on training on some tools/software. In panel discussion, the participants are expected to participate by listening to the discussion and asking relevant questions to the panelist. In the conference, the participants are expected to present a paper. A separate certificate of presentation will also be issued to the paper presenters.

Duration and dates

The programme will be of five days duration from 25th to 29th May 2026.

Key benefits

Participants in this program will gain a deeper understanding of investment decision-making psychology, directly benefiting their personal financial planning. Practical tutorials will introduce and familiarize them with new tools and software. Furthermore, the program provides a unique opportunity to develop research problems and engage in research within this field. Furthermore, the participants will also be given opportunity to be the panelist in the panel discussions, chairing and co-chairing the technical sessions for which separate certificates will be issued and it will help in enriching their profile.

Course fee

For the Entire Programme	Rs. 6,000/-
For presenting paper only	Rs. 800/-

The registration fee includes the cost of study materials, tea, conference kit and certificates. Those who have registered for the entire programme need not to register separately for the conference.

Accommodation

Accommodation is available at IITA's state-of-the-art guest house, equipped with modern amenities on nominal payment basis. Participants requiring accommodation will have to inform in advance so that the same can be arranged by the organizing team in advance. Additionally, research scholars and students can avail accommodation in the Institute's hostel upon payment of applicable charges.

Registration

Follow the following link to register for the event:

apply.iita.ac.in/event/register/SBF

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, IIT 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 participants from all around the world in the year 2020, 2021, 2022, 2023 and 2024 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.

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
Coordinators	<ul style="list-style-type: none"> ❖ Dr Saurabh Mishra, Assistant Professor, Department of Management Studies, Indian Institute of Information Technology Allahabad, Prayagraj ❖ Dr Shasikant Rai, Assistant Professor, Department of Management Studies, Indian Institute of Information Technology Allahabad, Prayagraj ❖ Prof. Vrijendra Singh, Department of Information Technology Allahabad, Prayagraj
Organizing Committee	<ul style="list-style-type: none"> ❖ Dr Jayashree Bhattacharjee, Assistant Professor, Symbiosis International University, Pune ❖ Dr Kajol, Assistant Professor, GSFC University, Vadodara ❖ Dr Suman Agarwal, Assistant Professor, Assam Royal Global University, Guwahati ❖ Ms Sahiba Khan, Research Scholar, Department of Management Studies, IIITA ❖ Mr Lokendra Puri, Research Scholar, Department of Management Studies, IIITA ❖ Ms Lata Pandey, Research Scholar, Department of Management Studies, IIITA ❖ Ms Sakshi Pandey, Research Scholar, Department of Management Studies, IIITA ❖ Mr Jatin Sethi, Research Scholar, Department of Management Studies, IIITA ❖ Mr Ashok Yadav, Research Scholar, Department of Information Technology, IIITA

	<ul style="list-style-type: none"> ❖ Mr Netranand Pathak, Research Scholar, Department of Management Studies, IITA ❖ Mr Srijan Jaiswal, Research Scholar, Department of Management Studies, IITA ❖ Mr Rahul Yadav, Research Scholar, Department of Management Studies, IITA ❖ Mr Arpit Gupta, Research Scholar, Department of Management Studies, IITA
Advisors	<ul style="list-style-type: none"> • Prof. Amalesh Bhowal, Assam University, Diphu Campus • Prof. Neharika Vohra, Indian Institute of Management, Ahmadabad • Prof. Raj Kumar Singh, Banaras Hindu University • Prof. V. K. Shrotriya, Delhi School of Economics • Prof. Nageshwar Rao, Ex-Vice Chancellor, IGNOU • Prof. G. P. Prasain, Vice Chancellor, Tripura University • Prof. Madhumita Chakraborty, Indian Institute of Management, Lucknow • Prof. Neeraj Pandey, Indian Institute of Management, Mumbai • Prof. Sujit Deb, Faculty of Management Studies, ICFAI University, Tripura • Dr Ambrish Singh, Registrar, Rajkeeya Engineering College, Azamgarh

Frequently Asked Questions

1. 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.

2. Is it necessary to submit some write up/ article for the SBF?

Ans: No.

3. Can I join this school online?

Ans: No. However, a few technical sessions will be there to facilitate the paper presenters to present their paper online.

4. What about the study materials of SBF?

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

5. What about the certificates?

Ans: Hard copy certificate will be issued to the offline participants. However, those presenting papers in the conference will be issued a separate certificate of paper presentation.

6. 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.

7. Will all the papers submitted in the conference qualify for the publication in the conference proceedings specified in the brochure?

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

8. 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.

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

Ans: It is non-refundable.