BEHAVIORAL FINANCE
JOIM CONFERENCE SERIES

Cosponsored by the Master of Financial Engineering program/UCLA Anderson School of Management

MARCH 11 – 13, 2018

UCLA Campus, Los Angeles, California

Keynote Speaker

ANDREW LO

MIT Sloan School of Management

THE SCIENCE OF BEHAVIORAL FINANCE IS EVOLVING AND LEADING US TO A BETTER UNDERSTANDING OF DECISION-MAKING.

Our two-and-a-half-day conference will focus on new developments in this area. The keynote address will be given by Professor Andrew Lo, the author of *Adaptive Markets,* and will be followed by presentations from some of the pioneers of the physiological basis for decision-making, as well as from researchers with a scientific discipline.

Featured Speakers

VINEER BHANSALI
LongTail
Everybody's Doing It: Short Volatility Strategies and Shadow Financial Insurers Experimental Trading and Bubbles

COLIN CAMERER
Caltech
Neural Foundations of Experimental Trading and Bubbles

JASON HSU
Rayliant Global Advisors
Examining Anomalous Factor Returns in a Market with 90% Retail Trading (China)

JUHANI LINNAINMAA
University of Southern California
Financial Advisors and Risk-Taking

HERSH SHEFRIN
Santa Clara University
Analysts' Fundamental Error in the Computation of Fundamental Value

MEIR STATMAN
Santa Clara University
A Second-Generation Behavioral Finance

AVANIDHAR (SUBRA) SUBRAHMANYAM
UCLA Anderson School of Management
Keynote Speaker: A Protocol for Factor Identification

BRETT TRUEMAN
UCLA Anderson School of Management

WHO SHOULD ATTEND?

Risk managers, portfolio managers, pension managers, senior executives of financial firms, plan sponsors, finance professors and students will benefit from attending this conference.

Seating is limited. For further details or to register, visit **joim.com/joim-conference-series/.**