

Neuroscience of Financial Decision-Making Part 2

Content and structure

Psychology of money and inequality

While the first part of this master class (December 2021) introduced the essential neural mechanisms for financial decision making, here I will focus on significant psychological studies about how money affects human behavior. First, we will discuss the extreme cases: when too much money at stake hinders instead of improving performance, why money makes people feel self-sufficient, less willing to help, and even power-abusive, and how much money is needed for happiness. Next, through large-scale studies, we will discover how income inequality influences financial decision-making and risk-taking behavior.

Individual differences in financial decision-making

Did you know that women are more generous than men? In this part of the seminar, we will discover the most important differences in financial decision-making between the young and the old, men and women and other individual traits that significantly affect monetary risk-taking. I will attempt to draw a psychological profile of an impact investor, discussing prosociality, generosity, and the relationship between generosity and happiness. Finally, I will present recent research on sustainable financial decision-making.

Morality & Honesty in banking

The preceding discussion will have created suitable grounds for reviewing an important yet controversial topic in banking: ethics. We will review the most influential studies in the field, including data from wealth managers in Switzerland. Does banker identity prime honest people to behave less honestly? Are social norms and codes of conduct effective tools to ensure compliance and truthfulness in client relationships? I will provide newest research-based answers from both behavioral finance and neuroscience of moral decision-making on the effects of incentives on ethics.

Who should attend?

Financial analysts
Asset managers
Portfolio managers
IT specialists
Law and compliance experts
Financial market operators
Wealth managers
Client advisors

Language

English

Date

June 02, 2022

Time

13:00 – 17:00

Place

Presence seminar with option to participate online, FER, rue de Saint-Jean 98, 1201 Genève

Seminar fees

SFAA members' attendance is free of charge.
For non SFAA members the fee is CHF 480 including documentation.

Registration

Online on www.sfaa.ch/fr/SFAA_agenda.asp

Information

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Speakers



Ewa Lombard

Dr Ewa Lombard studied economics and management at Bocconi University and University of St. Gallen, worked as project manager and research scientist at Philips Healthcare in the Netherlands, and went on to pursue her PhD in neuroscience of motivation and learning at Université de Genève. She then joined the lab of Neurofinance at Geneva Finance Research Institute and went on to study ethical decision-making in wealth managers with Prof. Rajna Gibson.

She teaches “Psychology of Finance” in the Geneva Wealth Management Master’s program (UniGE) and, as Assistant Professor, is a member of the chair in Social and Sustainable Finance at Montpellier Business School. Her research focuses on sustainable decision-making: ethics in finance, motivation for green investment, pro-environmental behaviors, and collective intelligence for SDGs.