**NSE CENTRE FOR BEHAVIORAL SCIENCE AT IIM AHMEDABAD HOSTS AN ANNUAL CONFERENCE ON BEHAVIORAL SCIENCE IN MANAGEMENT**

*~The annual conference is bringing together experts from academia and industries~*

**9th April 2021, India:** The NSE Centre for Behavioral Science at IIM Ahmedabad is organizing its very first annual two-day conference on Behavioral Science in Management (BSIM) on April 9th and 10thvirtually. The conference shall be attended by experts from academia and industry across sectors.

The conference is one of its kind as it is serving as a platform for gaining nuanced perspectives on behavioral science research and its applications in various fields of management. It will also include paper presentations by researchers from universities and managers from companies, showcasing the latest behavioral studies in the fields of marketing, economics, finance and public policy. There will be many engaging discussions on issues in the Indian financial markets and services, aiding policy decision making, consumer and investor behavior, management practices and marketing strategies directed by behavioral insights.

This two-day event is set to host numerous eminent dignitaries including the Chief Guests **Mr. Ravi Varanasi,** Chief Business Development Officer, National Stock Exchange of India Ltd.; **Mr. Harish Bhat**, Brand Custodian, Tata Sons and **Prof. Venkatraman**, Fox School of Business, Temple University, who will give the keynote address. On the academic front, eminent leaders like **Prof. Shamika Ravi**, Nonresident Senior Fellow-Governance Studies, Brookings Institution, India; **Prof. Atishi Pradhan**, Global Planning Director, Wunderman Thompson; **Prof. Rama Bijapurkar**, Independent Management Consultant and several IIMA professors are going to be present at the conference and share their valuable insights.

The industry expertise will be proffered by **Ms. Radhika Gupta**, CEO, Edelweiss Asset Management Limited; **Mr. Sudhir Sitapati**, Executive Director, Hindustan Unilever Limited; **Mr. Arun Pratap Singh**, COO- Matter Motor Works; **Mr. Trithankar Patnaik**, Chief Economist, National Stock Exchange of India Ltd; **Mr. Nisarg Trivedi**, Middle East Sales Director, Schroders Investment Management and **Mr. Deepak Agarwal**, CEO, Turbohire.

Speaking about the conference, **Prof. Arvind Sahay, Chairperson, NSE IIMA Centre for Behavioral Science says,** *“Human Behavior is an underlying foundational premise for many activities in different areas - in marketing, finance, public policy, economics, organizational behavior, and business processes. The conference is visualized as a platform for presentation of research and exchange of ideas relating to theories and applications of behavioral science; a platform where academia, industry and policy makers come together. We think that this can make a significant contribution to enhancing the quality of discourse and application in the area of behavioral science and its applications in this part of the world. For researchers, For managers, And for policy makers. We are delighted to have the support of NSE that has enabled the center to get off the ground as a pioneering effort in this area of research and application.”*

The conference is segregated in five panels where the academic and industry leaders will discuss contemporary behavioral studies and their applications on the following topics:

* ***Innovation and Technology in Behavioral science impacting OB and HR-***discussions around using AI and information systems to improve human resource management.
* ***Impact of Mobility in Technology on Customer Behavior-***exploring how new age mobile technology enhances the interaction between users and brands and influences consumer choices.
* ***Behavior and Neuroscience in Marketing-***discourse on the current research unearthing how the brain operates and makes decisions and utilizing this information to drive efficient marketing strategies.
* ***Behavioral Science in the making of Public Policy-***discussing the ground-level impact of government policies and how public behavioral insights inform more effective solutions.
* ***Market cycles and investors behavior-***the panel of financial experts deliberate the changes in market cycles and explore how better understanding of investor’s motivations could help wealth advisors, fund managers and financial analysts.

**About NSE Centre for Behavioral Science**

The centre was started at IIMA in March 2020 with a grant from the National Stock Exchange. It is the first of its kind among management institutions in India to have a lab with EEG, Eye tracking machines and Galvanic Skin Response systems. We are gradually building on our work across finance, economics and marketing areas where experimental-based research can provide meaningful decision-making insights. This research grounded in neuroscientific and behavioral knowledge, aims to help shape better policies and improve issues in the Indian financial markets and services across several stakeholders.

**About IIM Ahmedabad:**

Indian Institute of Management Ahmedabad (IIMA) is a premier B-school in the Asia Pacific region. Globally, the Institute’s programmes have earned high reputation and acclaim, becoming the first Indian institution to receive international accreditation EQUIS. Founded in 1961 as a unique public-private partnership for development through the application of knowledge, today it has an overseas presence in Dubai and associates with over 80 foreign B-schools to offer academically superior, market-driven and socially impactful programmes, research and consultancy services.

In 2018, IIMA made it to the number four position in the Financial Times (FT) Asia Pacific Top 25

Business School Rank, ahead of all Indian B-Schools. FT conducted the ranking after considering the quality and breadth of all the B-schools programmes.  Currently, the institute’s flagship MBA programme is ranked at 20th position in the FT Master in Management Ranking 2020. IIMA is at number one position in India Ranking 2020 NIRF (National Institutional Ranking Framework),released by the Ministry of Human Resource Development, Government of India.

Over the years, IIMA has benefited more than 38,000 alumni who graduated from its various programmes. Currently, besides its renowned flagship Two-year Master in Business Administration(MBA), earlier known as Post Graduate Programme in Management (PGP); the Institute continues to draw top-quality students to its PhD Programme in Management, MBA in Food and Agri-Business Management (FABM), MBA-PGPX (One-Year Full-Time Post Graduate Programme in Management for Executives), Faculty Development Programme (FDP), Armed Forces Programme (AFP), e-Post Graduate Programme  (MMS), e-Post Graduate Diploma in Advanced Business Analytics (ePGD-ABA), and benefits industry professionals through its short duration Executive Education

Programmes.

**To know more about IIMA, please visit:** <https://www.iima.ac.in>

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