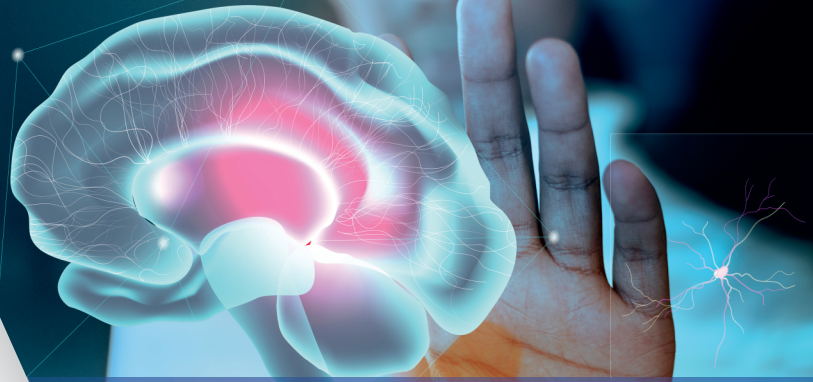




Centre for  
Behavioral Science

# BSIM 2023 CALL FOR PAPERS

Conference Dates: April 4 - 5, 2023



Paper submission on

[chr-cbs@iima.ac.in](mailto:chr-cbs@iima.ac.in)  
<https://easychair.org>

Dear All,

We are delighted to inform you that the BSIM conference (Hybrid mode) would be held on April 4-5, 2023. Organised by the Centre for Behavioral Science in Finance, Economics, and Marketing at the Indian Institute of Management Ahmedabad in association with the NSE Ltd.

The conference will examine a diverse range of behavioral science studies and applications from India and around the world in the disciplines of finance, marketing, consumer behaviour, organisational behaviour, and human resources.

## Conference Topics

These topics are not meant to be comprehensive, and we welcome submissions on important current and emerging developments in Behavioral science and management issues aligned with the theme of Conference. Topics include but are not limited to the following:

- ▶ The use of behavioral economics to shape public policy
- ▶ Applications in neuroscience for projecting consumer behaviour
- ▶ Methodological research on tracking consumer behaviour and the effect of nudges
- ▶ Understanding the nonlinearity of consumer behavior: The role of mediators and moderators
- ▶ Behavior differences amongst consumer segments: what, why, and how
- ▶ The influence of incentives on human decision-making
- ▶ People science - Data and Behavioral Science to understand the workforce
- ▶ Assumptions and challenges to neoclassical economic theory
- ▶ Application of behavioral finance for regulatory reforms
- ▶ Neuroscience in predicting trading decisions of Investors
- ▶ Behavioral Economics of Gender
- ▶ Applied insights from neuroscience and behavioral economics to brands and advertising

## IMPORTANT DATES

ABSTRACT SUBMISSIONS OPENS	DECEMBER 1, 2022	ABSTRACT SUBMISSIONS CLOSE	JANUARY 16, 2023
PROVISIONAL ABSTRACT ACCEPTANCE	FEBRUARY 10, 2023	NOTIFICATION OF ACCEPTANCE	FEBRUARY 15, 2023
DATE FOR SUBMISSION OF FULL PAPER		MARCH 6, 2023	

## AWARDS AND RECOGNITION \*\*

### Best Working Paper Award (One)

150000/- (one lakh fifty thousand Only) + Opportunity to work in CBS Lab

### Second Best Working Paper Award (One)

75000/- (Seventy-five thousand only) + Opportunity to work in CBS Lab

### Most Promising Working Paper Award (One)

75000/- (Seventy-five thousand only) + Opportunity to work in CBS Lab

### Poster Presentation

\*\* The Conference committee/Award committee will select the best papers from the proposals submitted for Presentation. From the Papers presented at the BSIM 2023 conference, Shortlisted Awardees – based on the feedback received will have to rework and submit final papers on or before 30 June 2023 to qualify for Prize money. Applicable Taxes will be deducted.

## CONFERENCE ATTRACTIONS

▶ Hands on exercise for EEG & EYE Tracker (on-site only) and Networking dinner. (By invitation)

▶ Travel reimbursement to eligible presenters (AC Three tier for shortest route)

Looking forward to hearing from you!

Best regards,

**Prof. Arvind Sahay | अरविंद सहाय**

Professor of Marketing and International Business | प्रोफेसर, विपणन एवं अंतरराष्ट्रीय व्यापार  
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SCAN ME



The objective of the conference is to bring together researchers, regulators, and practitioners to a common platform for discussion on important topics and agenda in Behavioral Science in Finance, Economics, and Marketing