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Report on Behavioural Finance as part of Centre for Research and Extension Activities

Date: 18.01.2026	**Venue: Seminar Hall**
	Conducted by: Centre for Research and Extension **Resource Persons: Dr. Prasanna Chandra**

Overview:

The Centre for Research and Extension, RV Institute of Management, organized a session on "Behavioural Finance" for MBA students. The session was conducted by Dr. Prasanna Chandra, who shared valuable insights into the psychological factors influencing financial decision-making and their implications for investors and financial markets. The session provided participants with a deeper understanding of the intersection between human behavior and finance.

Objectives:

- To introduce participants to the fundamentals of behavioural finance.
- To understand the role of psychological biases in financial decision-making.
- To provide insights into investor behavior and market anomalies.
- To enhance awareness of the practical applications of behavioural finance in research and practice.
- To encourage interdisciplinary research in finance and behavioral sciences.

Agenda / Event Flow

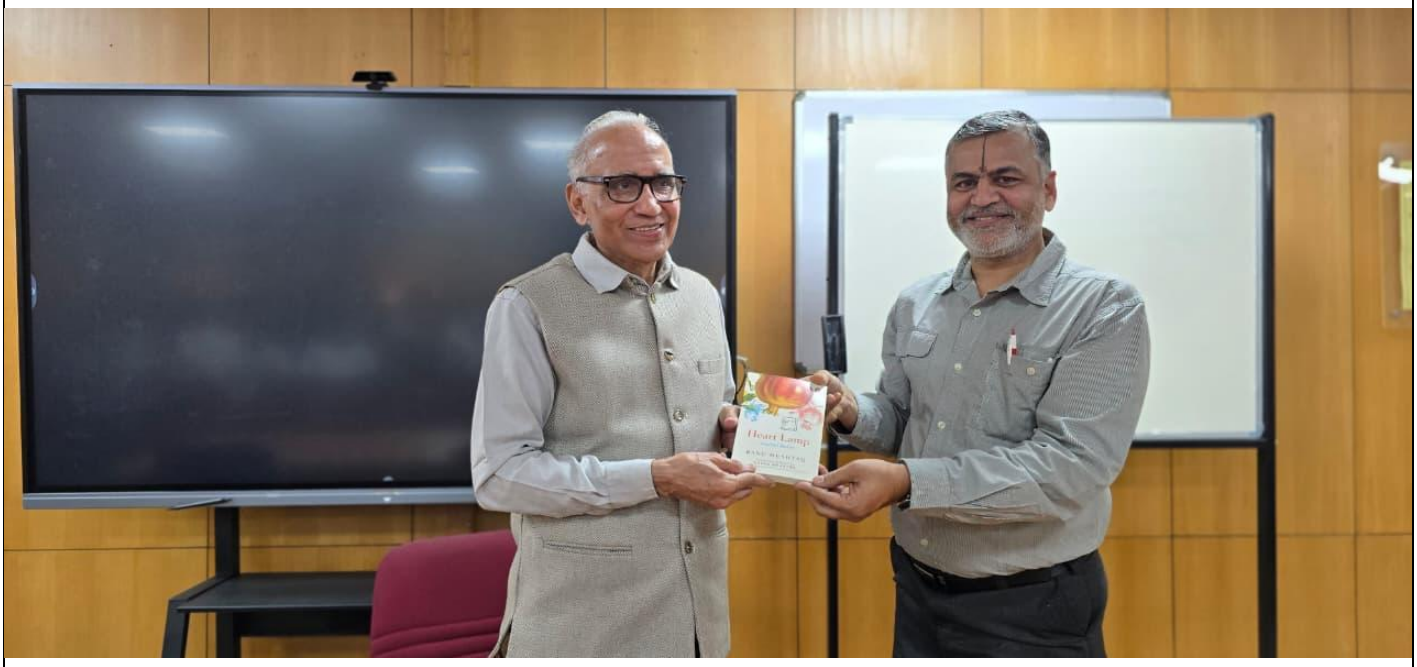
- The session commenced with an introduction to the evolution and significance of behavioural finance.
- The resource person explained various cognitive and emotional biases affecting investors.
- Discussions were held on market anomalies and deviations from traditional finance theories.
- Real-world examples and case studies were presented to illustrate investor behavior.
- Participants explored the implications of behavioural finance for investment and research.
- The session concluded with an interactive discussion and clarification of participants' queries.

Key Takeaways from the Session

- Participants gained a comprehensive understanding of behavioural finance concepts.
- Enhanced awareness of psychological biases and their impact on financial decisions.
- Learned about market anomalies and investor behavior patterns.
- Acquired insights into integrating behavioural perspectives into financial research.
- Strengthened their understanding of contemporary developments in finance.

Coordinator/ Incharge: Dr. Tamizharasi D
No. of Students/Section: 180 Students of MBA Batch 2024-26
No. of Hours Handled:

Photo:







Sd/-

R.V. INSTITUTE OF MANAGEMENT Bangalore

Dr.Purushottam Bung
Professor & Director RVIM

Coordinator
Dr Tamizharasi D

R.V. INSTITUTE OF MANAGEMENT Bangalore

Profile of Resource Person

Dr. Prasanna Chandra served as a Professor of Finance at IIM Bangalore and is currently the Director of the Centre for Financial Management in Bangalore. He taught finance and valuation to MBA students, executives, and public-sector leaders. He is also credited with building one of the most comprehensive financial education programs in India.

Earlier in his career, he served as a Visiting Professor at Southern Illinois University. He also advised several regulatory and policy bodies including SEBI's Derivatives Committee and the Capital Issues Advisory Committee and played a role in shaping India's capital market norms. Over the years, he has provided consulting support to companies such as Tata Motors, Infosys, Microsoft, and Wipro.

Dr. Chandra has published 9 books including Investment Analysis and Portfolio Management, Financial Management: Theory and Practice, and Strategic Financial Management: Managing for Value Creation. These works have been adopted by business schools in India and abroad. He has also received several honors including the Best Teacher Award from the Association of Indian Management Schools.

Dr. Chandra earned his B.Com, MBA, and PhD in Finance from Osmania University. He received gold medals at each stage of his academic journey.

He served on the boards of Torrent Pharmaceuticals, IFCI, PFC, Templeton Mutual Fund, and ICFAI. He remains one of the most influential figures in Indian finance education.

