



香港恒生大學  
THE HANG SENG UNIVERSITY  
OF HONG KONG  
環球金融及金融科技研究中心  
Centre for Global Finance & Fintech



## The 20<sup>th</sup> International Behavioural Finance Conference (IBFC 2026)

*A premier global forum for cutting-edge research in behavioural/ social/ experimental finance*

**Conference Theme: Financial Behaviour in the Age of AI**

**Hong Kong, 26-27 March 2026**

### **Call for Papers**

We are pleased to invite submissions for the **20<sup>th</sup> International Behavioural Finance Conference (IBFC 2026)**, to be held on **Thursday 26 and Friday 27 March 2026** in **Hong Kong, SAR**.

For two decades, IBFC has brought together a vibrant international community of scholars and practitioners working at the intersection of **finance, economics, psychology, behavioural science, and data-driven research**. The 2026 edition continues this tradition, offering a stimulating forum for presenting high-quality research and engaging in rich intellectual exchange.

### **Distinguished Keynote Speakers**

**Prof. Bohui Zhang**

**Chinese University of Hong Kong, Shenzhen**

Presidential Chair Professor of Finance

Executive Dean, *School of Management and Economics*

Research published in *JAR, JFE, RFS, MS, JFQA*, among others

Associate Editor, *British Accounting Review, Accounting & Finance*



**Prof. Tse-Chun Lin**

**University of Hong Kong**

Professor of Finance

Head of Finance Department, *HKU Business School*

Research published in *AER, JFE, RFS, MS, JFQA*, among others

Associate Editor, *Journal of Banking and Finance*



## Conference Organisers

### **Prof. Arman Eshraghi**

Cardiff University; Cambridge University  
Director, *Behavioural Finance Working Group*  
Editor-in-chief, *Global Finance Journal*



### **Prof. Gulnur Muradoglu**

University of Illinois  
Founding Director, *Behavioural Finance Working Group*  
Editor-in-chief, *Review of Behavioral Finance*



### **Prof. Roman Matousek**

Hang Seng University of Hong Kong  
Director, *Centre for Global Finance & FinTech*  
Head, *Department of Economics and Finance*



### **Dr. King King Li**

Hang Seng University of Hong Kong  
Associate Editor, *Journal of Economic Behavior and Organization*  
Editorial Board Member, *Journal of Behavioral and Experimental Economics*



## Range of Topics

IBFC examines a wide range of behavioural finance topics within mainstream finance, economics, sociology, psychology and decision sciences.

The 2026 conference theme is **Financial Behaviour in the Age of AI**. We particularly encourage submissions exploring how AI, data science and automation shape investor behaviour, market outcomes, and financial decision-making.

However, submissions are welcome in all areas of finance, accounting and economics with behavioural links, variables, channels or interpretations.

Previous IBFC conferences have featured sessions on a wide range of themes, including (but not limited to):

- AI and ML in Finance
- Banking and Regulation
- Behavioural Asset Pricing
- Behavioural Corporate Finance
- Biases and Heuristics
- Climate Finance
- Cryptocurrencies
- Equality, Diversity & Inclusion
- Experimental Finance
- Financial Analysts
- Financial Behaviour
- Financial Crises
- Financial Markets
- Investment Decisions
- Managerial Biases
- Mergers and Acquisitions
- Political Environment
- Retail Investors
- Sentiment
- CSR and ESG

## Affiliated Journals



## Submission Deadline

Please email your paper to:

For more information, visit:

**Friday, 16 January 2026**

✉ [info@behaviouralfinance.org](mailto:info@behaviouralfinance.org)

🌐 [www.behaviouralfinance.org](http://www.behaviouralfinance.org)



## Former Keynote Speakers



Prof. Pietro Veronesi  
University of Chicago



Prof. Werner DeBondt  
DePaul University



Prof. Tarun Ramadorai  
Imperial College London



Prof. Anna Pavlova  
London Business School



Prof. Hersh Shefrin  
Santa Clara University



Prof. Harrison Hong  
Princeton University



Prof. Betty Simkins  
Oklahoma State University



Prof. Alok Kumar  
University of Miami



Prof. Marcin Kacperczyk  
Imperial College London



Prof. Lauren Cohen  
Harvard Business School



Prof. Max Bazerman  
Harvard Business School



Prof. David Hirshleifer  
University of Southern California



Prof. Eldar Shafir  
Princeton University



Prof. Meir Statman  
Santa Clara University



Prof. Warren Bailey  
Cornell University



Prof. Rosie Campbell  
King's College London



Prof. Lisa Kramer  
University of Toronto



Prof. Richard Sias  
University of Arizona



Prof. Subra Subrahmanyam  
University of California



Prof. Malcolm Baker  
Harvard Business School



Prof. Charles Goodhart  
London School of Economics



Prof. Marie Broihanne  
University of Strasbourg



Prof. Dong Lou  
London School of Economics



Prof. Donald MacKenzie  
University of Edinburgh

## Why Attend IBFC 2026?

- Hosted at the modern campus of **Hang Seng University of Hong Kong**
- Located in one of the world's most dynamic financial centres
- Excellent global air connectivity
- Comfortable spring climate (approx. 21°C/17°C | 70°F/63°F)
- A collegial environment for exchanging ideas and building collaborations

We warmly look forward to welcoming you to beautiful and vibrant Hong Kong for the **20<sup>th</sup> anniversary edition** of IBFC.



## Papers featured in previous conferences

In recent years, many papers presented at the IBFC have subsequently been published in leading journals of finance and economics. Here are just some examples (of course, correlation not causation!)

Gargano, A. and Rossi, A.G., 2024. Goal Setting and Saving in the Fintech Era.  
*Journal of Finance*

Bianchi, F., Gómez-Cram, R. and Kung, H., 2024. Using Social Media to Identify the Effects of Congressional Viewpoints on Asset Prices.  
*Review of Financial Studies*

De la O, R. and Myers, S., 2024. Which Subjective Expectations Explain Asset Prices?  
*Review of Financial Studies*

Mullally, K. and Rossi, A., 2025. Moving the Goalposts? Mutual Fund Benchmark Changes and Relative Performance Manipulation.  
*Review of Financial Studies*

Constantinides, G.M., Montone, M., Potì, V. and Spilioti, S., 2025. Sentiment, Productivity, and Economic Growth.  
*Journal of Financial and Quantitative Analysis*

## Some testimonies from former participants

*“Fantastic conference... I have received incredibly positive feedback from a large number of the participants... [the conference] created a space for junior members of the profession to present their work – even preliminary and early work – to more senior members of the field in a safe and supportive environment. This is of course the time when work is most benefited from helpful comments, and I can tell you that these types of forums are rare”.*

(Lauren Cohen, Harvard Business School)

*“Many congratulations to you on the success of the conference – I thoroughly enjoyed the experience, and it is great to see some of the best research papers in behavioural finance featured during the conference days”.*

(Anna Pavlova, London Business School)