



Herbert Simon Society



Uncertainty, Heuristics, and Finance

International Workshop

**Spanish Journal of Psychology
With
Herbert Simon Society**

Facultad de Psicología

4th December 2017

11:00 Opening Ceremony

Nieves Rojo (Dean of the School of Psychology UCM)

Riccardo Viale (General Secretary of Herbert Simon Society)

Javier Bandrés (Editor of the Spanish Journal of Psychology)

11:30 Advances in Transparent Risk Communication: Risk Literacy and Simple Visual Aids

Rocío García Retamero (*Universidad de Granada*)

12:15 What are Firms doing, if not Maximization?

Shabnam Mousavi (*John Hopkins University, Washington*)

13:00 The Psychology of Financial Incompetence: Past, Present and Future

Denis Hilton (*Université du Toulouse*)

14:00 Lunch break

15:30 Theory Integration: Mapping Heuristics of Risky Choice onto Prospect Theory

Thorsten Pachur (*Max Planck Institute, Berlin*)

16:15 Taking Heuristics Seriously

Gerhard Gigerenzer (*Max Planck Institute, Berlin and Herbert Simon Society*)

17:00 Question and answer

Language of the workshop will be English

REGISTRATION: there will be no registration fee, but seats are limited and will be assigned on a first-come, first-served basis, so registering is highly recommended at decanato@psi.ucm.es

CAMBRIDGE JOURNALS

The Spanish Journal of Psychology

