



HERBERT SIMON SOCIETY

**BEHAVIORAL FINANCE REVOLUTION AND THE FINANCIAL REGULATIONS AND
POLICIES**

Workshop 2017

BANCA D'ITALIA

Via Nazionale, 91

Rome 6/12/2017

Supported by *Compagnia di San Paolo*

With the contribution of

Intesa Sanpaolo

Amundi

Allianz

PROGRAMME

10 Opening Remarks:

Salvatore Rossi (Direttore Generale Banca d'Italia)

Chairman Morning Session: Riccardo Viale

10:20 Introduction:

Shabnam Mousavi (John Hopkins University, Washington and Max Planck Institute, Berlin)

and

Riccardo Viale (University of Milano-Bicocca and General Secretary Herbert Simon Society)

10:40 Presentation of the project “2018 Report on Behavioral Financial Regulations and Policies (2018 BeFiRP)”:

Barbara Alemanni (University of Genova)

and

Umberto Filotto (University of Tor Vergata, Rome)

11 Key Speech

Benoit Mojon (Director of the Monetary and Financial Research, Banque de France)

Behavioral Finance, Risk Premia and the Effects of Non-Conventional Monetary Policies

11:45 Discussion

12,15 Coffee Break

12:30 Lecture:

Massimo Egidi (University LUISS Guido Carli, Rome and Vice President Herbert Simon Society)

The Psychology of Financial Choices: From Classical and Behavioral Neurofinance to Neurofinance

13 Morning Session Programmed Short Speeches

Barbara Alemanni (Università di Genova)

A Taxonomy of Behavioural Policies

Enrico Maria Cervellati (Università LUISS Guido Carli, Roma)

Behavioral Re-Evolution

Umberto Filotto (University of Rome, Tor Vergata)

Regulators know Better?

Paolo Mottura (Università Bocconi, Milano)

Evolutionary Regulation and Financial Behaviors

Giordano Zevi (Dipartimento Economia e statistica- Servizio Congiuntura e politica monetaria, Banca d'Italia)

Recent Advances in Behavioral Finance and Macroeconomics: Lessons for the Policymaker

13,50 End of the morning section

Lunch

Chairman Afternoon Session: Salvatore Rossi

14:45 Key Speech:

Gerd Gigerenzer (Director Max Planck Institute, Berlin and President Herbert Simon Society)

How to Engineer our Future: Risk Literacy or Nudging?

15:30 Discussion

16 Lecture:

Denis Hilton (Université de Toulouse- Le Mirail)

The Psychology of Financial Incompetence – Past, Present and Future

16:30 Discussion

16:45 Coffee Break

17 Afternoon Session Programmed Short Speeches

Magda Bianco (Responsabile Servizio Tutela dei clienti e antiriciclaggio, Banca d'Italia)

Behavioral Finance: from Financial Consumer Protection to Financial Education

Giampio Bracchi (Politecnico di Milano)

Policies for the Venture Capital Ecosystem

Gregorio De Felice (Chief Economist Intesa Sanpaolo)

Nadia Linciano (Responsabile Ufficio Studi Economici, Consob)

How Behavioral Finance can Reshape Financial Consumer Protection: First Steps in the European Framework

Lorenzo Portelli (Senior Asset Allocation Analyst, Amundi Pioneer)

Behavioral Finance and Asset Allocation in the Asset Management Industry: Theory and Empirical Evidence

Edoardo Reviglio (Chief Economist and Head of Research and Strategy and of International Relations, Cassa Depositi e Prestiti, Roma)

Investors' Behavior in Green and Social Financial Products

Ugo Rigoni (Università Ca' Foscari, Venezia)

Trust Dynamics in Financial Advisory

Massimo Roccia (Responsabile Regulatory And Public Affairs, Allianz)

Zeno Rotondi (Responsible of Economic Policy Research, Italy and Germany Institutional & Regulatory Affairs- Group Institutional and Regulatory Affairs, Unicredit)

The CMU project: Role of Institutional Investors and Behavioral Finance

Alessandro Varaldo (Amministratore Delegato Amundi SGR)

19 Conclusions:

Pier Carlo Padoan (Minister of Economy and Finance)

19:30 End of the Workshop

20:30 Gala Dinner

Acknowledgements

Associazione "Effe.erre." for the organizational collaboration