



5th BEFAIRLY WORKSHOP
Behavioural Financial Regulation and Policy
**BEHAVIORAL ASSET INVESTMENT AND
MANAGEMENT**

25th May 2022
@ Consob, Rome

THANKS TO



3 pm

Welcome Remarks: Paolo Savona (President Consob)

3:10 pm Introduction:

Nadia Linciano (CONSOB) and Riccardo Viale (Secretary General of Herbert Simon Society)

3:30 pm

Chair: Riccardo Viale (Secretary General of Herbert Simon Society)

Speech:

Hersh Shefrin (Santa Clara University and Herbert Simon Society)

4:20 pm Comments:

Claudia Guagliano (Head of Unit - Innovation Products and Technology - Risk Analysis and Economics Department - European Securities and Markets Authority (ESMA))

Shabnam Mousavi (Max Planck Institute, Berlin)

Barbara Alemanni (Università di Genova)

Enrico Maria Cervellati (Link Campus University, Roma)

5:30 pm Round Table: How to cope with risk propensity of the investors

Moderator: Umberto Filotto (Università degli Studi di Roma "Tor Vergata")

Participants:

Alessandro Varaldo (Amministratore Delegato, Banca Aletti)

Paolo Magnani (Direttore Centrale e Coordinatore Area Wealth Management, Credem Banca)

Pierluigi Giverso (Condirettore Generale e Direttore Commerciale, Anima Sgr)

6:30 pm Conclusions: Paolo Ciocca (Commissioner, Consob)

6:45 pm General Conclusion: Salvatore Rossi (Chairman TIM and President of Scientific Committee Befairly)