

## Committee Behavioral Economics & Finance

### Behavioral Economics

Behavioral Economics studies the area between economics and psychology. It is based on the theory that people do not always act rationally and that human behavior influences decision-making in financial markets.

Behavioral Economics is usually explained using so-called biases, such as mental accounting, loss aversion, framing, confirmation bias and anchoring.

Some of the most important economists in the field of behavioral Finance are Daniel Kahnemann, Richard Thaler, Werner de Bondt and Robert Schiller.

### Goal of our committee

The goal of the committee is to increase awareness of Behavioral Economics. We do this by, among other things, creating more awareness among the members of CFA Society Netherlands by

- writing articles, organizing events and lectures
- increasing our knowledge of Behavioral Economics
- by maintaining contacts with the academic world in the field of Behavioral Finance.

### The committee

The committee was established in 2011. The Behavioral Economics committee is concerned with the interface between economics and psychology. In the (financial) world we are daily confronted with greed, fear, self-aggrandizement and herd behavior. That investors always make rational decisions in this seems therefore highly uncertain. The committee studies this area of economics and tries to increase its knowledge and disseminate it through meetings and articles. The committee meets several times a year to discuss recent articles, invite interesting speakers and discuss how Behavioral Economics & Behavioral Finance can be better communicated. Wim Zwanenburg chairs the committee.

The committee has a broad composition in which all sections of the financial industry are represented. There is still room on the committee for new members, with a preference for people from the institutional world.

### Committee Members (in alphabetical order)

Robert van Beek	financial planner, Bond Capital Partners, writer/ translator, lecturer at UC Leuven
Thomas Benders	investment specialist (Van Lanschot Kempen)
Ivo Beumer	independent finance professional
Annemiek van den Berg	in between jobs
Roeland Dietvorst	Vice President (Goldman Sachs)
Ruben Graafland	Diagnostics Analyst & Business Manager (Goldman Sachs Asset Management)
Jacco Heemskerk	interim manager in the pensioen industry
Amy Power Jansen	Impact & Behavioral Scientist, Development Economist (FMO)
Nitin Kumar	Treasury & Risk Manager (Aegon)
Roelf Pater	independent finance professional, project management
Jos Verstraelen	FRM Financial Model Validator (a.s.r. verzekeringen)
Wim Zwanenburg (06-42350938)	investment strategist (Stroeve & Lemberger)
Wynand van der Zandt	Senior Financial Risk Manager (PGB Pensioendiensten)