

# Behavioural Finance Working Group/M&A Research Centre Conference

## Behavioural Finance and Cross Border Investments & Acquisitions

Dates: 21 – 22 June 2012

Behavioural Finance Working Group (BFWG) / M&A Research Centre (MARC)  
Cass Business School  
London, UK

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### Keynote Speaker

Warren Bailey (Cornell University)

### Organisers

Gulnur Muradoglu and Scott Moeller (Cass Business School)

### Special Issue

Accepted papers will be considered for a special issue of *The European Journal of Finance* which will publish a selection of research presented at the conference.

### Best Paper Awards

*There will be two best paper awards for the conference papers sponsored by the following Journals*

*European Journal of Finance* (<http://www.tandf.co.uk/journals/titles/1351847X.asp>)

*Qualitative Research in Financial Markets* journal ([www.emeraldinsight.com/qrfm.htm](http://www.emeraldinsight.com/qrfm.htm))

### Venue

Cass Business School  
106 Bunhill Row  
London  
EC1Y 8TZ  
UK

## Call for Papers

### Overview:

Investment decisions, whether for capital projects or company acquisitions, are presented to boards, shareholders, employees and other stakeholders as driven by clear financial and strategic processes. The approach to these decisions appear to be rational and the decision-makers dispassionate. Increasingly, however, research shows that human behavioural factors drive the decision process, with behavioural economists and even traditional psychologists weighing in with their research showing that decision-making in the business and financial arenas parallels personal decision-making.

In this two-day meeting, we will consider how the fields of behavioural finance, economic psychology and other related areas can explain more clearly what happens in investment decisions at all levels of business, but with a particular focus on corporate finance issues in large investments such as foreign direct investments, company acquisitions and mergers. The cross-border element is particularly interesting as it incorporates the additional complexities of culture and regulation, to note just two factors. The significant behavioural and psychological drivers to these deals will be discussed and debated.

We seek contributions relating to all behavioural finance issues, including:

- Cross-border equity investments
- Cross-border company acquisitions and mergers
- Strategic investments
- Investment by financial sponsors, including private equity funds, venture capital funds, hedge funds, etc.
- Individual investors
- Foreign direct investment, including by sovereign wealth funds
- Behavioural finance issues in emerging markets

We invite you to submit extended abstracts, papers-in-progress or full papers by the **deadline of 17 February 2012.**

The organisers will come back with a decision within three weeks after this deadline. To submit a paper for consideration, please email a PDF version of the paper to: [Behavioural-Finance@city.ac.uk](mailto:Behavioural-Finance@city.ac.uk).

Accepted papers will be considered for a special issue of *The European Journal of Finance* which will publish a selection of research presented at the conference. The special issue will be edited by Professors Gulnur Muradoglu and Scott Moeller. All papers will be double-blind refereed in the usual way.

To submit your paper for the special issue, please send an expression of interest when you submit your paper to the conference. The closing date for the special issue will be soon after the conference, but will allow enough time for authors to revise their work to take into account discussion and feedback at the meeting. All submissions must be made using the *The*

*European Journal of Finance* website (<http://mc.manuscriptcentral.com/rejf>). Authors should note that there is a submission fee of €100.00.

Papers selected for presentation at the meeting will also be considered for two best paper awards sponsored by following journals:

*The European Journal of Finance* (<http://www.tandf.co.uk/journals/titles/1351847X.asp>)

*Qualitative Research in Financial Markets* ([www.emeraldinsight.com/qrfm.htm](http://www.emeraldinsight.com/qrfm.htm)).