Behavioral Economics

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Behavioral Economics studies everything between Economics and Psychology. It is based on the theory that investors are no rational human beings and the human behavior influences the decision making in financial markets. There are numerous researchers on behavioural finance. Some influential people are Daniel Kahnemann, Richard Thaler, Werner de Bondt and Robert Schiller. Behavioural Economics is mostly explained by biases, like mental accounting, loss aversion, framing, confirmation bias, anchoring and framing.

Goal of our commission

The goal of our commission is enlarging the knowledge on Behavioural Economics
we do this by creating awareness among members of VBA/CFA
- By writing articles, organizing events, speeches,
- By keeping contact with the professional academic world of behavioral finance

The commission

The Behavioral Economics commission was founded in 2011. Nowadays we have 12 members. We meet every 2 months (5 times a year normally on the 3rd Friday from 10.00 - 12.00h). Wim Zwanenburg is the chairman of the commission. The commission is diversified among all parts of the financial Industry. We are open for new members.
For more diverse views we especially invite women and members from the institutional world to join our commission.

Members (in alphabetical order)

Erik Aalbers	Asset Manager (Forza AM)
Robert van Beek	independent finance professional
Thomas Benders	Asset Manager (Van Lanschot Kempen)
Ivo Beumer	independent finance professional
Annemiek van den Berg	in between jobs
Ruben Graafland	Diagnostics Analyst & Business Manager (NNip)
Sander Hesterman	
Robert Kruisland	Wealth & Investment management expert
Ivan Snürer	independent finance professional / Quantalytica
Wim Zwanenburg (06-42350938)	Investment Strategist (Stroeve & Lemberger)

Activities in recent years

We organized several mini seminars. We made our contribution to the VBA lustrum seminar with a speech by Werner de Bondt. We have published some articles in the VBA journal and have several projects running. We want to organize 1 or 2 events every year