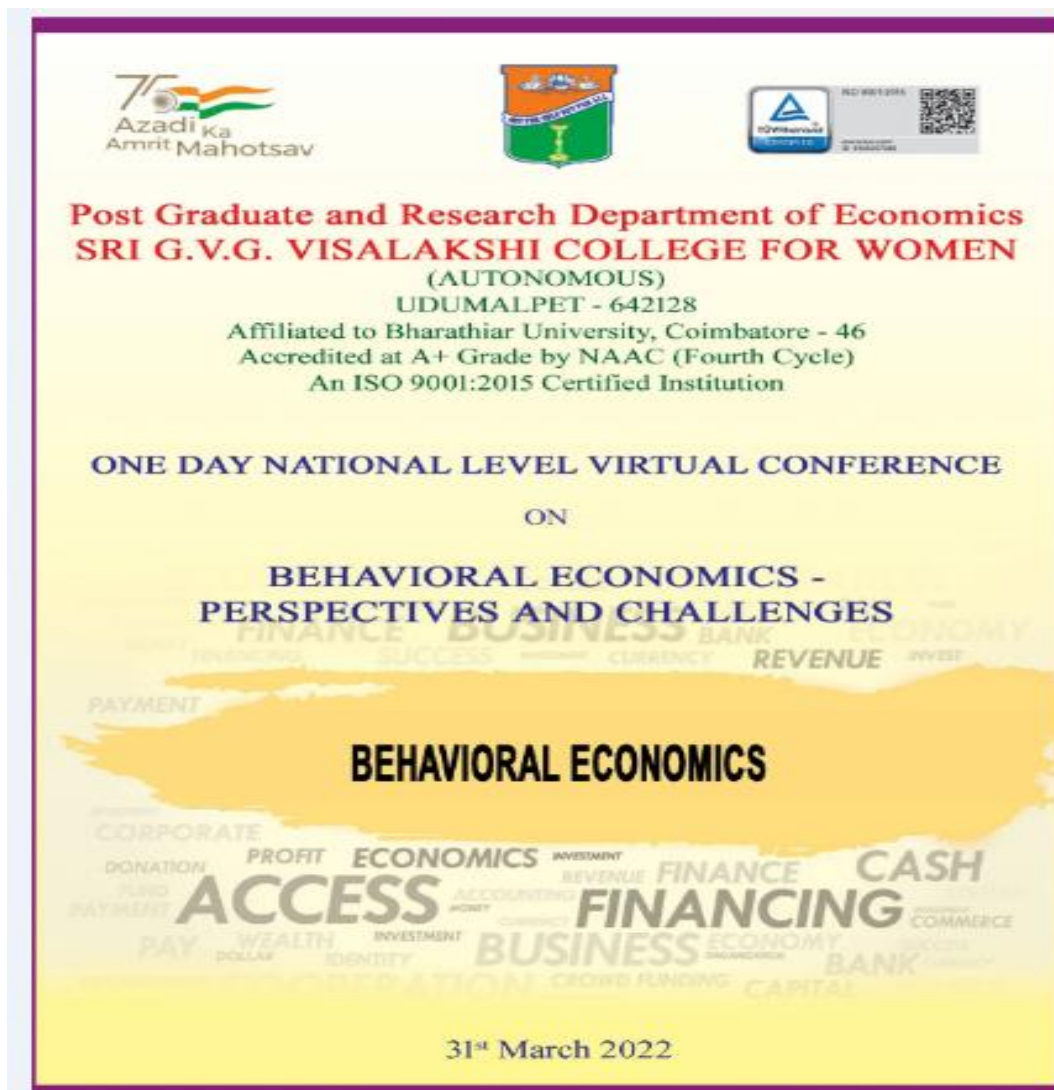


Sri G.V.G. Visalakshi College for Women (Autonomous), Udumalpet  
(2021 – 2022)  
Department of Economics  
REPORT


One Day National Level Virtual Conference on  
Behavioral Economics - Perspectives and Challenges  
Date: 31.03.2022


Google Meet Link: <https://meet.google.com/bdo-arai-uqx>



The poster features three logos at the top: the 75th Azadi Ka Amrit Mahotsav logo, the college crest, and the NAAC A+ Grade accreditation logo with a QR code. The central text identifies the host as the Post Graduate and Research Department of Economics at Sri G.V.G. Visalakshi College for Women (Autonomous), Udumalpet - 642128, affiliated to Bharathiar University, Coimbatore - 46. It notes the college is accredited at A+ Grade by NAAC (Fourth Cycle) and is an ISO 9001:2015 Certified Institution. The main title of the conference is 'ONE DAY NATIONAL LEVEL VIRTUAL CONFERENCE ON BEHAVIORAL ECONOMICS - PERSPECTIVES AND CHALLENGES'. A large yellow brushstroke graphic contains the text 'BEHAVIORAL ECONOMICS'. The background is a word cloud with terms like 'FINANCE', 'BUSINESS', 'BANK', 'ECONOMY', 'SUCCESS', 'CURRENCY', 'REVENUE', 'INVEST', 'PAYMENT', 'CORPORATE', 'PROFIT', 'ECONOMICS', 'INVESTMENT', 'FINANCE', 'CASH', 'ACCESS', 'ACCOUNTING', 'FINANCING', 'COMMERCE', 'PAYMENT', 'WEALTH', 'INVESTMENT', 'BUSINESS', 'ECONOMY', 'COMMERCIAL', 'BANK', 'CORPORATION', 'GROWTH', 'FUNDING', 'CAPITAL'. The date '31st March 2022' is printed at the bottom.

75  
Azadi Ka  
Amrit Mahotsav





**Post Graduate and Research Department of Economics  
SRI G.V.G. VISALAKSHI COLLEGE FOR WOMEN  
(AUTONOMOUS)  
UDUMALPET - 642128**

Affiliated to Bharathiar University, Coimbatore - 46  
Accredited at A+ Grade by NAAC (Fourth Cycle)  
An ISO 9001:2015 Certified Institution

**ONE DAY NATIONAL LEVEL VIRTUAL CONFERENCE  
ON  
BEHAVIORAL ECONOMICS -  
PERSPECTIVES AND CHALLENGES**

**BEHAVIORAL ECONOMICS**

31<sup>st</sup> March 2022

## About the College

Sri G.V.G Visalakshi College for Women (Autonomous) affiliated to Bharathiar University was founded in 1952. The college located near the NH209 opens up in the magnificent stone edifice which combines the historical strength and modern marvels. The rich heritage is carried forward under the leadership of the Managing Trustee Smt. Sumathi Krishnaprasad. The college gained its autonomy on the year 1995. On an uphill ascent to accomplish the acme of excellence in quality an ardent venture was undertaken to go in for the third phase of reaccreditation which was duly awarded with a Grade with CGPA of 3.53 out of 4. The meticulous planning, diligent effort to sustain quality and the impeccable execution has brought the crowning glory A+ grade in the fourth cycle of NAAC reaccreditation in 2019.

The college offers quality education with rich blend of traditional and modern courses to cater the global needs. The institution offers eight Undergraduate programmes and four Postgraduate programmes in the Aided stream. 14 UG & 4 PG Self-financing programmes and six research programmes.

## About the Conference

Behavioral Economics combines elements of economics and psychology to understand how and why people behave the way they do in the real world. It differs from neoclassical economics, which assumes that most people have well-defined preferences and make well-informed, self-interested decisions based on those preferences. Behavioral economics seeks to answer why people's real-life choices often do not conform to traditional economic theories. Behavioral economists can identify situations in which we make irrational decisions that might not be in our best interest. In our hectic everyday lives, we make so many quick decisions and we are vulnerable to making some we might regret. Understanding the basic concepts from behavioral economics can be very useful.

We are organizing a virtual conference to create awareness and deeper into the subject and its scope in the Indian context. The Conference aims to bring together academicians, researchers and research scholars to exchange and share their experiences on aspects of Behavioral Economics. It provides an interdisciplinary platform to present and discuss the recent trends, innovations, and concerns as well as practical challenges encountered and solutions adopted in the fields of Behavioral Economics.

## Conference Themes Included but Not Limited

- Importance of Behavioral Economics in Current Scenario.
- Behavioral Economics and Decision Making.
- Behavioral Finance and Investment Strategy.
- Behavioral Economics in the Social Sector.
- Social Responsibility and Ethical Behavior in Society.
- Behavioral Economics and Protection of Environment.
- Attitude-Behavior Gap.

**Inaugural Function: 10.15 a.m. to 11.15 a.m.**

Prayer

Welcome Address : Dr. M.Radha  
Associate Professor & Head  
Department of Economics

Introducing the Keynote Speaker : Dr. P.Geetha  
Associate Professor of Economics

Inaugural and Keynote Address: : Dr. L.Venkatachalam, Professor  
Madras Institute of Development Studies  
Chennai – 600 020

**Session I : 11.30 a.m. – 12.30 p.m.**

**Topic: “Sustainability of Earth and Behavioral Economics”**

Introducing the Resource Person : Dr. G.Yamuna  
Associate Professor of Economics

Special Address : Dr. V. Ragupathy, Professor  
Department of Political Science and  
Development Administration  
Gandhigram Rural University  
Dindugal – 624 302

**Session II : 2.00 p.m. – 3.30 p.m.**

**Topic: “Behavioral Economic Research on Gender Differences”**

Introducing the Resource Person : Dr.K.Kaliammal  
Associate Professor of Economics

Invited Talk : Dr. G. Uma  
Faculty, School of Gender and Development Studies  
Indira Gandhi National Open University  
Maidan Garhi, New Delhi – 110 068.

Vote of Thanks : Dr.S.Sripriya  
Assistant Professor of Economics

### Guidelines

Font: Times New Roman, Size: 12, Line Spacing: 1.5  
Pages Not exceeding 6, Avoid Plagiarism

### Key Dates

Last Date for Abstract Submission: 29.03.2022  
Full Paper Submission: 10.04.2022  
Accepted Papers will be published in Conference Proceedings with ISBN  
E-Certificate will be Provided

### Registration details

Registration Link: <https://forms.gle/BBHGYEYjjMAE6aHm8>  
(No Registration Fee)

Send your abstract and your full paper to the following mail  
[behavioraleconomics22@gmail.com](mailto:behavioraleconomics22@gmail.com)

### ORGANISING COMMITTEE

#### PATRON

Smt. Sumathi Krishnaprasad  
Managing Trustee & Secretary

#### CHAIRMAN

Dr.N.Rajeswari  
Principal

#### ORGANISING SECRETARY

Dr. S.Sripriya  
Assistant Professor of Economics

#### Members

Dr. M. RADHA  
Dr. P. GEETHA  
Dr. G. YAMUNA  
Dr. K. KALIAMMAL  
Dr. R. RAJINI  
Dr. M. MEHAR BANU  
Dr. D. MANIMOZHI  
Mrs. C. SRIPRIYA

#### Contact Details

Dr.S.Sripriya – 93446 66772 | Dr.D.Manimozhi – 97880 06660

## Report

Post Graduate and Research Department of Economics Organized One Day National Level Virtual Conference on Behavioral Economics - Perspectives and Challenges on 31.03.2022. Nearly 147 participants consisting faculty members, research scholars and students of colleges in and around India attended the programme.

The conference was started with prayer song by Ms.R.Monika, III B.A Economics. Dr.M.Radha, Associate Professor and Head, Department of Economics welcomed the gathering. Dr.P.Geetha, Associate Professor, Department of Economics introduced the keynote speaker. Inaugural and keynote address by Dr. L.Venkatachalam, Professor, Madras Institute of Development Studies, Chennai. The following points were emphasized in his speech,

- Main stream of Economics
- Orthodox Economics
- Rationality with example
- Rational expectations of people
- Pareto Optimality
- Marriage, Divorce, Worshipping God
- Cost Benefit Analysis in all matters of life

In the First Session, Dr.G. Yamuna, Associate Professor, Department of Economics, introduced the resource person Dr.V.Ragupathy, Professor, Department of Political Science and Development Administration, Gandhigram Rural University, Dindigul. In his special address, he was addressed on “Sustainability of Earth and Behavioral Economics”. He insisted on the following points and visualized the behavior and expectations of people and their contribution to protect earth.

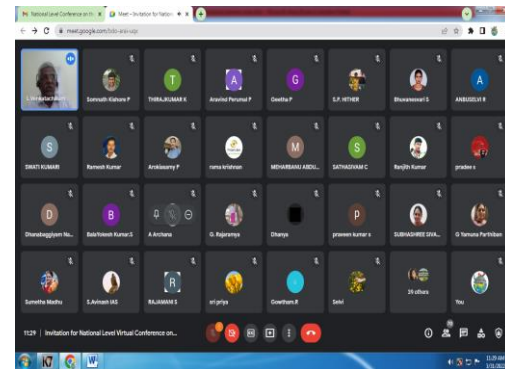
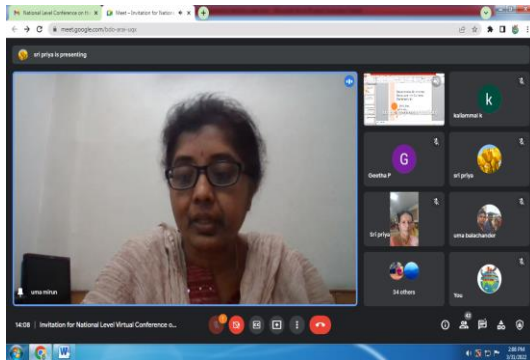
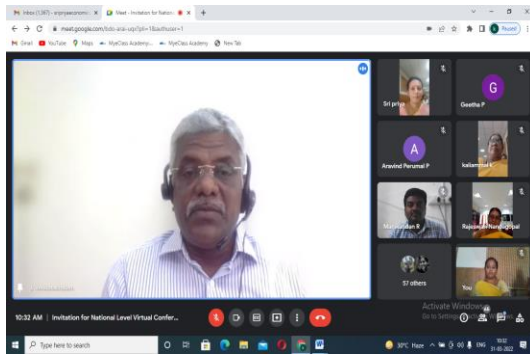
- Gandhian economic ideas and thoughts.
- How can we achieve maximum satisfaction with limited resources?
- Is development leads to destruction?
- How to improve the wellbeing of individual?

Session II started with the topic “Behavioral Economic Research on Gender Differences”. The resource person Dr.G.Uma, Faculty, School of Gender and Development Studies, Indira Gandhi National Open University, New Delhi was introduced by Dr.K.Kaliammal, Associate Professor, Department of Economics. In her invited talk Dr.G.Uma shared her views and stressed on,

- Gender and Behavioral Economics, Socialization Process, Gender Roles.
- Origin of gender inequality in economics.
- Women in Development (WID), Women and Development (WAD), Gender and Development (GAD).
- Development goals and gender gap.
- Material Altruism
- Gender equality and productivity gains.

The conference was ended with vote of thanks by Dr.S. Sripriya, Organizing Secretary, Assistant Professor, Department of Economics.

## Glimpses of the Conference



## Outcome of the Conference

- ❖ To publish conference proceedings.
- ❖ To introduce course on Behavioral Economics in the UG or PG Programme.
- ❖ To motivate the students to take up research on behavioral economics.
- ❖ To conduct workshop on behavioral economics.
- ❖ To apply minor and major research projects on behavioral economics for various funding agencies.



