

## REGISTRATION FORM

National Seminar

on

### Significance of Behavioral Approach to Decision Making in Economics and Business Management in Indian Economy

Name.....

Designation.....

Mailing Address.....

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Phone.....

Fax.....

Email.....

Accommodation requirement : YES / NO

Details of registration fee:

DD No.....Dated.....

Bank.....

Date..... Signature

#### Registration fees Rs. 800/-

(Note: Photocopy of this form may also be used)

Registration fees must be paid in the form of a DD in favour of  
"Registrar, Jiwaji University, Gwalior"

Registration form along with fee is to be sent at any of the  
following address.

- Prof. S.K. Shukla, Head Economics Department, Jiwaji University, Gwalior-474011 Mobile No. 9826618442
- Dr. S.D. Sisodia, Co-ordinator MBA (BE) Jiwaji University, Gwalior-474011 Mobile No. 9425742232

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National Seminar

on

Significance of Behavioral  
Approach to Decision Making in  
Economics and Business Management  
in Indian Economy

March 18-19, 2018



School of Studies in Economics  
Jiwaji University, Gwalior

## Invitation

The seminar organizing committee with immense pleasure invites you to participate in National Seminar on "Significance of Behavioral Approach to Decision making in Economics and Business Management in Indian Economy" on March 18-19, 2018 at Gwalior. The event will consist of lecture panel discussion and paper presentation etc.

## About Jiwaji University

Jiwaji University, Gwalior came into existence on may 23, 1964. Late Dr. Sarvapalli Radhakrisnan, the then President of India, laid the foundation stone on 11<sup>th</sup> December 1964 at sprawling campus at Naulkha Parade ground. The motto of the university is embedded in its logo Vidya Prapyate Tejah.

The territorial jurisdiction of the University is spread over the districts of Gwalior, Bhind, Morena, Sheopur Kalan, Datia, Shivpuri, Guna and Ashoknagar. In the beginning, the university had 25 affiliated colleges but today over 400 government, aided and private colleges are under its jurisdiction.

## About Gwalior

Gwalior is a historical city and very well connected from New Delhi and Agra both by train and road. There are several world famous tourists attraction like Taj Mahal, Khajuraho, Shivpuri, Orchha, Datia, Chambal ravines etc. with good travel links from here. The organizers are trying to ensure your visit and stay at Gwalior a rewarding experience. We are certain your participation will contribute in achieving the goals of the event.

## About Department

School of Studies in Economics was started in 1978 under the leadership of Prof. A.K. Majumdar. Afterwards Prof. P.L. Sablok developed the department in many fold. After his retirement, Prof. S.K. Shukla took over the charge as head of the department in 2004. The department is running various courses, like M.A. and M.Phil in Economics along with M.B.A. (Business Economics). Dr. S.D.Sisodia is the coordinator of MBA (Business Economics) since 2012. The placement record has always been very high. Many students from this department are highly placed in government and private sector.

Research is a continuous phenomenon of the department 66 scholars have been awarded Ph.D degree since inception. The Department has successfully organised Annual Conference of Madhya Pradesh Economic Association in 1978; 69<sup>th</sup> Conference of Indian Economic Association in 1996. Besides, it has organized various refresher courses. A National Workshop on I.P.R. was organized in 2004 in collaboration with Institute of Ethnobiology. Department hosted XX Annual Conference

of Madhya Pradesh Economic Association and organised a National Seminar on "Emerging Issues in Financial Sector of Indian Economy" on Feb. 15-16, 2009. A National Seminar was also organized by the department on "Dilemma of Growth and Inflation in Indian Economy" on September 7-8, 2014. The Department is fully equipped with modern methods and means of teaching and learning, with a well established multimedia computer laboratory.

## About Seminar

Behavioral economics incorporates the study of psychology into the analysis of the decision-making behind an economic outcome, such as the factors leading up to a consumer buying one product instead of another. Unlike the field of classical economics, in which decision-making is entirely based on cold-headed logic, behavioral economics allows for irrational behaviour and attempts to understand why this may be the case. Economic decisions may not always depends on the rational economic factors but also on decision making. Behavioral segmentation is based on user behaviors, including patterns of use, price sensitivity, brand loyalty and benefits sought. The concept can be applied in miniature to individual situations, or more broadly to encompass the wider actions of a society or trends in financial markets. Each person made totally rational choices in pursuit of their own self-interests. Patanjali, a company established by Baba Ramdev is marketing its product through patriotic feelings of the masses besides purity and quality of the product. The strategy has been quite successful. The behavior of Indian consumers for avoiding the purchase of Chinese product although they are economically cheaper due to political differences was also seen in recent past. From a very long time, Dusenberry effect was also a major limitation in effective demand determination of the consumer.

In 2017, Noble Prize in Economics was given to Richard Thaler for incorporating psychological assumptions into analyses of economic decision-making. Thaler has propounded Nudge theory which can explain how small interventions can encourage individuals to make different decisions. Nudges can, however, be manipulative, to the detriment of individuals.

In this background, School of Studies in Economics of Jiwaji University, Gwalior is organising a national seminar on March 18-19, 2018 to deliberate on "Significance of Behavioral Approach to Decision Making in Economics and Business Management in Indian Economy". Research papers are invited on main theme of the seminar. Few sub-themes of the seminar have been identified which are given below. Researchers may choose some other areas related to major theme of the seminar.

## Sub Themes of Seminar

### 1. Behavioral Approach to Decision Making in Economics:

- ★ Psychology and Behavioral Economics
- ★ Neuro Economics
- ★ Consumption/ Saving Pattern of individual
- ★ Equilibrium in Firm/ Industry
- ★ Phases of Business Cycle
- ★ Location of Industry
- ★ Price Determination in different Markets

### 2. Behavioral Approach to Decision Making in Business Management:

- ★ Business Strategy
- ★ Operations Management
- ★ Consumer Behaviour
- ★ Organisational Behaviour
- ★ Financial and Investment Decisions
- ★ Portfolio Management
- ★ Human Resource Management

## Call for Papers

Original research papers (not exceeding 3000 words) in Hindi or English are invited on theme of Seminar and related issues. Papers must have a 500 words abstract followed by full text.

Abstract should be send by e-mail to

[profskshukla@gmail.com](mailto:profskshukla@gmail.com) or [jusisodia@gmail.com](mailto:jusisodia@gmail.com)

- ★ Abstract must be accompanied by author' full details- Name and title, mailing address, e-mail address etc.
- ★ Last date for receipt of abstracts along with registration form is March 10, 2018.
- ★ Confirmation concerning the status of the abstract will be sent by e-mail/mail, after being reviewed by the committee.
- ★ The official language of Seminar shall be English/Hindi
- ★ A souvenir and abstracts book of contributed papers may be published on the occasion.

