

## **Professur für Bank- und Finanzwirtschaft**

### **Forschungsprojekt Master**

**Start: SoSe 24**

### **Thema: Behavioral and Cultural Finance**

In this research project, we will study how psychology and culture influence various aspects of human decision making in the area of finance. We will develop and conduct surveys, analyse existing and self-collected data, study literature and apply theories, some of which we have seen in Finance D. (We recommend to take Finance D, but this is not a formal requirement.) The aim of the research project is to learn “hands on” how to conduct research in groups, ideally leading to a publishable research article.

The language of the research project is English and most research articles that we will study are of course written in English. Participants will conduct research in groups, present their progress and their final results in a seminar and finally submit a written report. Grades will be determined based on presentations and report.