Report on Guest Lecture on Behavioral Economics

The Department of Commerce and Management, Jyoti Nivas College Autonomous (JNC), Bengaluru, organised a guest lecture for M.Com students on “Behavioral Economics.”

The session aimed to enhance students’ understanding of how psychological factors, emotions, and cognitive biases influence individual decision-making, particularly in economic and financial contexts. The lecture highlighted the importance of understanding human behaviour in analysing consumer choices, investment decisions, and market dynamics.

The session also provided students with an opportunity to appreciate the relevance of behavioural insights in contemporary economic and financial decision-making. It helped connect theoretical concepts with practical applications in business, finance, and management.

The guest lecture enriched students’ academic knowledge and encouraged them to explore the interdisciplinary relationship between economics, psychology, and finance.