



Academy of Behavioral Finance & Economics
ABF&E-2026; Second Annual *Virtual* Meeting
Friday, October 23, 2026

Conference Program

Final Program

Program Schedule for Friday; October 23, 2026

IMPORTANT INFORMATION FOR ALL PRESENTERS:

- **Presentation Format:** 20 minutes per presentation + 10 minutes for discussion by All Attendees
- **Conference Start Time (by time zone):**
 - 9:00 AM PST (Pacific Time, USA)
 - *For Other Time Zones* Please click on the following URL as the reference for Your Local time calculations: https://greenwichmeantime.com/time/to/usa-london/#google_vignette

9:00- 9:30 AM

A General Asset Pricing Model: Expanding Adam Smith's Meta Theory of Economics & Finance

Rassoul Yazdipour, Ph.D. California State University-Professor Emeritus of Finance and,
Executive Director, Academy of Behavioral Finance & Economics

9:30-10:00 AM

**Mapping Two Decades of Behavioral Finance Research in Turkey/Türkiye:
A Thematic and Bibliometric Analysis of 568 Graduate Theses (2002–2026)**

Saban Onur VIGA, Istanbul Esenyurt University, Turkey
Hakan YILDIRIM, Istanbul Gelisim University
Murat TOPCU, Istanbul Gelisim University

10:00-10:30 AM

**From First Trades to Future Strategy: High Net Worth Investors'
Narratives of Advice, Learning, and Risk Tolerance**

Paula T. Roberts, Belmont University

10:30-11:00 AM

**Technology Narratives and Firm Performance: Evidence from Leadership
Letters in Sustainability Reports**

Jyothsna G. Harithsa, SUNY Geneseo
Kofi Arhin, Lehigh University

11:30-12:00 Noon

**Revisiting the Trade Openness on Financial Development Nexus in
Pakistan: Evidence from Panel Cointegration and GMM Estimation**

Muhammad Shahbaz Khan, Cholistan University of Veterinary and Animal Sciences
Muhammad Taimoor Khan, The Islamia University of Bahawalpur
Muhammad Naeem Shahid, Cholistan University of Veterinary and Animal Sciences

End of the Program